DK

VIDEO IDEAS

Full of awesome ideas to try out your video-making skills

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A WORLD OF IDEAS:
SEE ALL THERE IS TO KNOW

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Contents

Top techniques 4
Take a video-making journey 6
Who's on your team? 8
Collect your stuff 10
Types of shot 12
Moving camera shots 14
Getting the best sound 16
Lighting for indoors 18
Lighting for outdoors 20
Getting prepared 22
Choosing a genre 24
Writing a script 26
Choosing a location 28
What is a storyboard? 30
What is a shot list? 32
What is a rehearsal? 34
Choosing your costumes 36
Hairstyles and make-up 38
Awesome ideas 40
Show off your skills 42
Shoot for the stars 44

Forecast the weather 46
Go green-screen crazy! 48
Make your own monster 50
Capture the perfect pet video 52
Set your props in motion 54
Think outside the box 56
Make a video using time-lapse 58
Shoot with a drone 60
It's all about the bloopers 62
Editing and sharing 64
Adding text and graphics 66
Adding sound 68
Transitioning scenes 70
Exporting your video 72
Uploading and sharing 74
Making an ident 76

Glossary 78
Index and acknowledgements 80

⚠ Safety first

All the projects in this book should be done with care. Please be safe and sensible - especially when you're doing anything that might be dangerous (using electricity, sharp objects, anything sticky or hot, or doing stunts, for example).

Be careful and have fun.

Letter from the author

Creating moving images is a powerful and exciting way to express ourselves. We can share inspirational stories, real or imaginary, to help us understand one another, inspire, or entertain.

Be inventive, have fun, and don't worry if it doesn't all go exactly to plan. Allowing your original ideas to evolve throughout a project and not being afraid to experiment can lead to some unexpected surprises that can make your video even better. There is no right or wrong way to make a video, but there are things you can do to improve the results you get and make it a safe and enjoyable experience for everyone involved. Watch online tutorials for extra guidance and help.

This book is going to guide you through all the elements you need to get started and set you off on your video-making adventures.

Tim Grabham

Top techniques

Knowing which techniques to use will help you create the best video you can. Discover the basics you need to know when creating your video, from using lighting to camera angles. There are many types of shot you can use to film an exciting video.

Find out how best to use **indoor lighting** for your video on **pages 18–19**.

Learn which **types of shots** you can film when making a video on **pages 12–13**.

Discover the **essential equipment** and the **handy extras** that you'll need to film on **pages 10–11**.

Follow the **video-making process** from start to finish with the steps listed on **pages 6–7**.

Discover how to use clever **moving-camera shots** to create professional videos on **pages 14–15**.

Learn about the differences between using **natural and artificial lighting** on **page 18**.

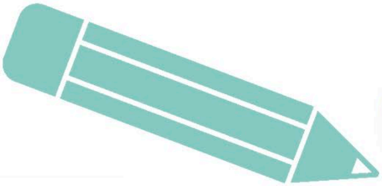
From directors to composers, and actors to screenwriters, learn **who is who** in the video world on **pages 8–9**.

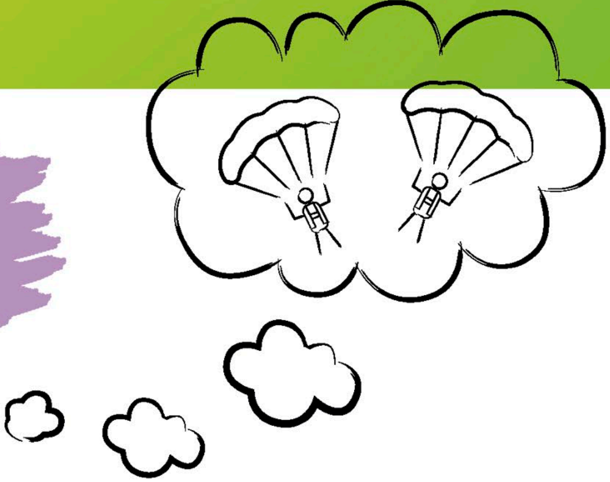
Make your own **sound effects** and learn how to use a microphone on **pages 16–17**.

Make your own **reflector** and gain key skills for using **outdoor lighting** on **pages 20–21**.

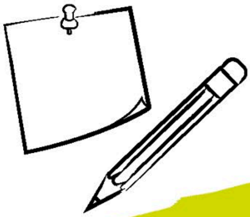
Take a video-making journey

Making a video can be as easy as using your phone to capture wherever you are, whenever you want. But for a quality video, you need to do a bit of planning and prep. This path shows the steps you could take on your video-making journey.





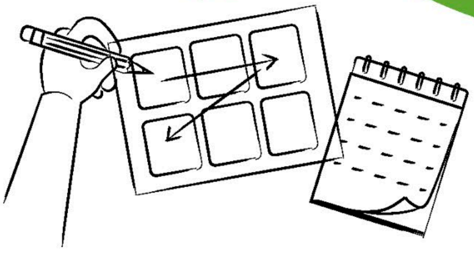
1 **Brainstorm** an idea. What story do you want to tell? What genre will it be?



2 Write a **script**, including the actors' dialogue and actions, and information about the scenes.

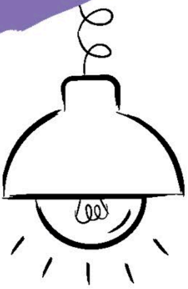
3 Choose a **team** to help you with the video. Who will do which job?

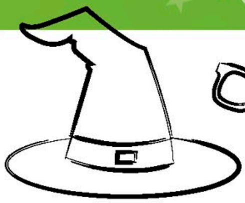
4 Create a **storyboard** that shows all the different shots you need to take.



5 Write out a **shot list** to make sure you have everything you need on the day of the shoot.

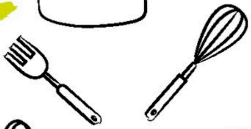
6 Pick a **location** to shoot, and decide what **lighting** and **sound** equipment to use.





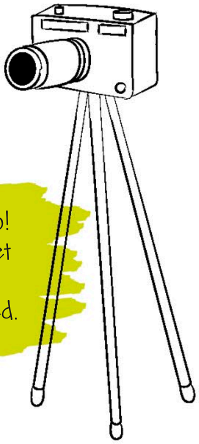
7 Prepare **costumes** and **accessories**, and help the actors plan their **hair** and **make-up**.

8 Make a **set**, and get together all the **props** you need to best tell your story.

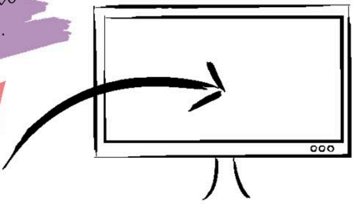


9 Schedule a **rehearsal** so all the members of your team feel prepared for the shoot.

10 **Shoot** your video! Make sure you get absolutely all the footage you'll need.



11 **Upload** your footage to a computer if you plan to make your video using editing software.

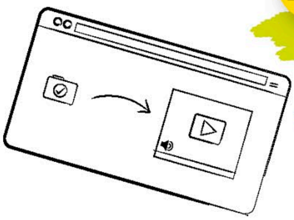


12 **Edit** your video, adding **transitions** that move from one shot to the next.

Lights
Camera
Action!

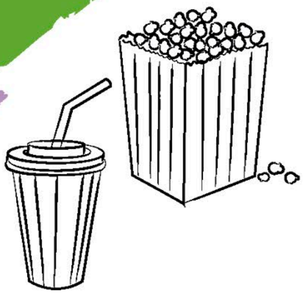
13 Add **sound effects**, **graphics**, and **text**, including the opening titles and end credits.

14 When you're happy with the project, **export** your video into a movie file.



15 Make an **ident** that tells the world what kind of videos you are going to make.

16 **Share** your video with friends, or **upload** it to the Internet and share it with the world!



Who's on your team?

It can take more than one person to make a video. Everyone has an important part to play in the process. Knowing what each person's role involves will help you to work together and achieve results as a team.

Role call

Being the director doesn't mean being bossy. Treat each member of your crew with respect. The first step is learning what each person is responsible for.

Composer
A composer writes music for the video.

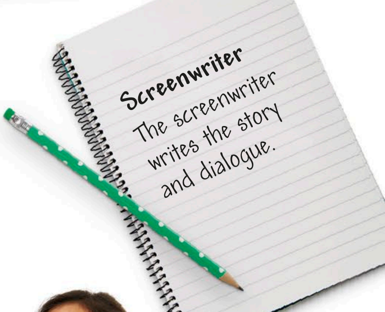
Sound recordist
The sound recordist records audio, checks sound levels, and sets up microphones.

Runner
The runner assists everyone on the shoot by running errands and giving a helping hand when needed.

Director
The director is the creative captain of the project. He or she guides, motivates, and brings out the best in the crew.

Producer
The producer keeps the project moving, from planning the shoots to making sure everyone knows where to be and when.

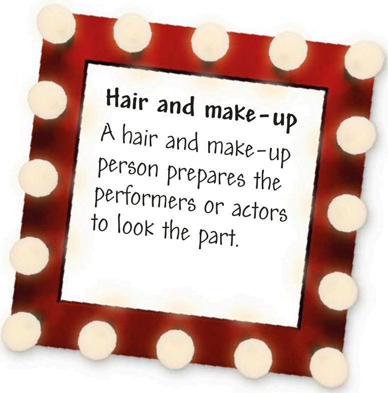
Cameraperson
The cameraperson sets up and operates the lights and cameras, often with a team of people.



Screenwriter
The screenwriter writes the story and dialogue.

Choreographer
This person gets everybody moving to the same rhythm.

Actor
The actors perform in the video. They may portray characters or perform as themselves.



Hair and make-up

A hair and make-up person prepares the performers or actors to look the part.

Stylist

The stylist works closely with hair and make-up, but he or she concentrates on the costumes and accessories.

Set Designer

The set designer is responsible for designing and creating the sets for the video.

Editor

When everything is filmed, the editor cuts the footage together into a final product.

Calling the shots

As director, it's your job to give people directions to follow. Here are the key words and phrases to use, and the order in which they should be said.

1. When filming is ready to begin, prepare everyone, by calling, **"Quiet, please".**

2. Let people settle. When everyone is quiet, call, **"Sound".**

This lets the sound recordist know to start recording and to reply to you by saying **"Rolling".**

3. You then say, **"Camera"** for the cameraperson to start filming.

They will shout back, **"Rolling".**

4. Then, if you're using music, say, **"Cue music",** and wait for confirmation that it's ready.

5. Finally, you call, **"Action"** and let the filming begin.

6. When you reach the end of filming, give it a few extra seconds and then call, **"Cut".**

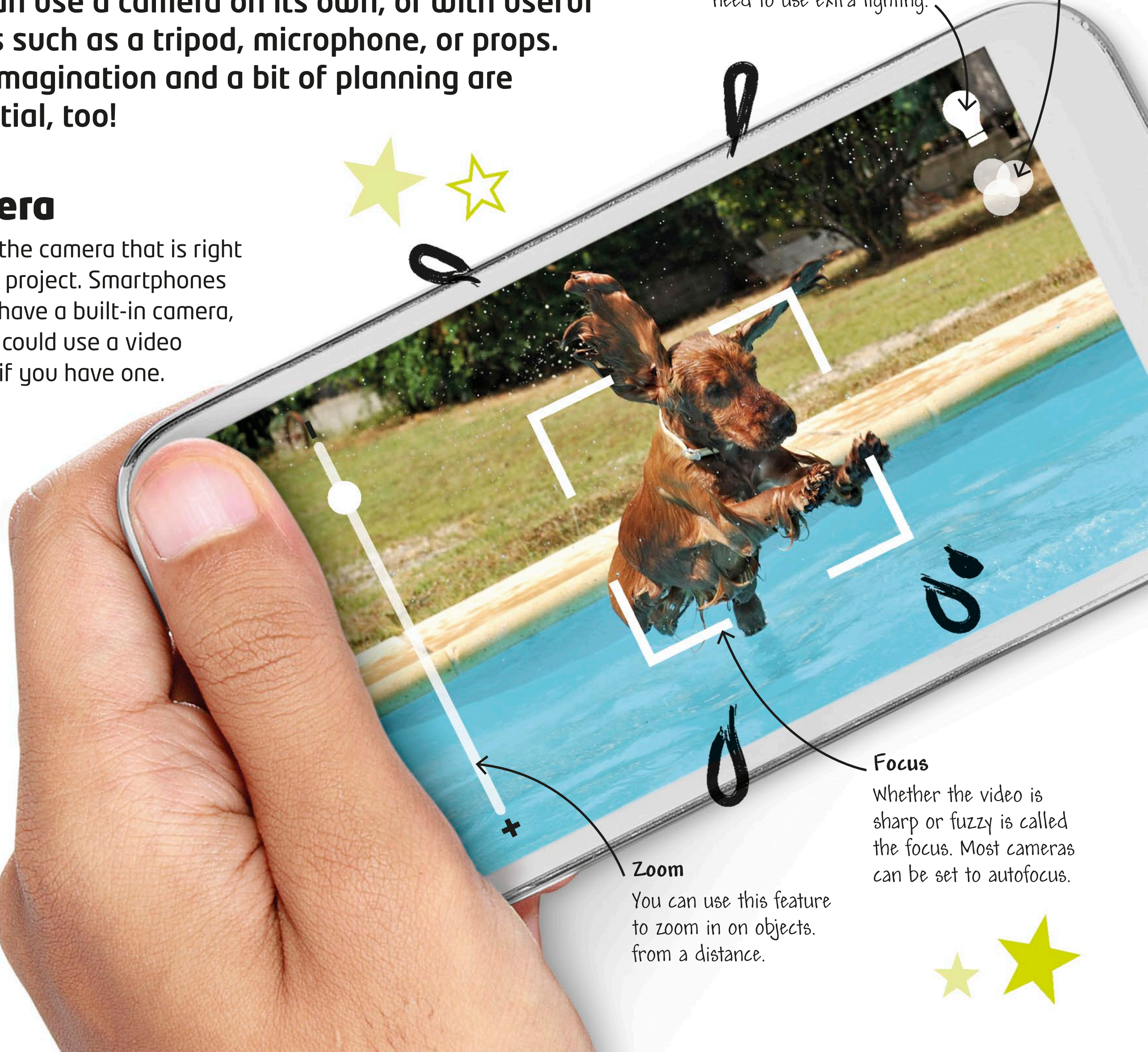
7. If everything went well, move on by saying, **"Next scene".**

Collect your stuff

There has never been an easier time to get hold of the tools you need to make videos. You can use a camera on its own, or with useful extras such as a tripod, microphone, or props. Your imagination and a bit of planning are essential, too!

Camera

Choose the camera that is right for your project. Smartphones usually have a built-in camera, but you could use a video camera if you have one.



Effects
If your camera has effects, try changing the colours in a video.

Lighting
Your camera may have a tool to brighten up a dark shot. If it doesn't, you may need to use extra lighting.

Focus
Whether the video is sharp or fuzzy is called the focus. Most cameras can be set to autofocus.

Zoom
You can use this feature to zoom in on objects. from a distance.

Other equipment

Some people only use a camera to film their masterpieces. There are extra items that can make it easier to create your video.

Microphone

You can plug microphones into some cameras to improve the sound (pages 16–17).

Computer

You can upload videos onto a computer and make changes using editing apps.

Selfie stick

These make it easier to film yourself when you're out on an adventure.

Tripod

A tripod holds a camera steady. You could use it to create a time-lapse video (pages 58–59) where the world around you appears to move faster.

Props

Things that appear in the video are called props. You can make what you're filming more exciting with items such as water guns.

Types of shot

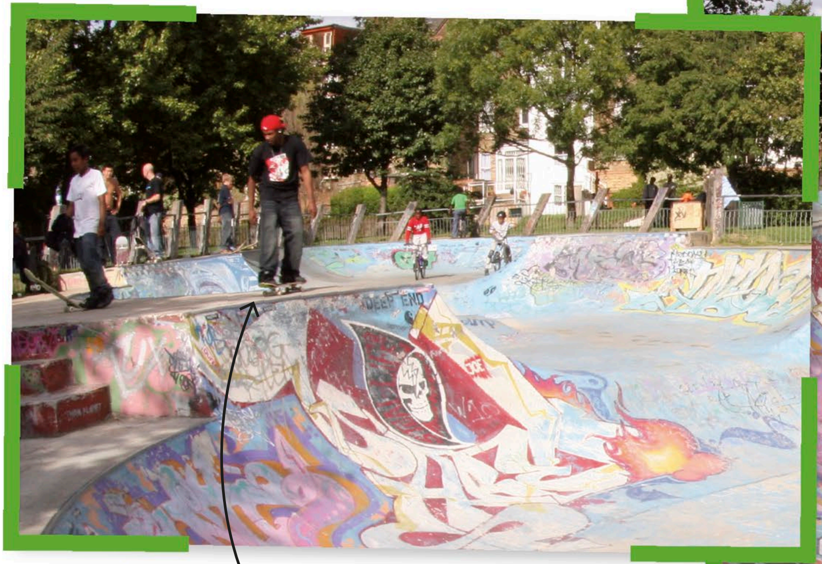
Zoom in, zoom out! A shot is what the camera captures when you are filming. By coming in close or moving further back from a scene, person, or object, you can create different types of shot. A variety of shots makes a video interesting.

CHECKLIST

- ✓ A video usually begins with a wide shot or an extreme wide shot to set the scene.
- ✓ Use close-up shots often in a video to add details.
- ✓ Make sure your actors know what kind of shot you are taking.

Wide shot

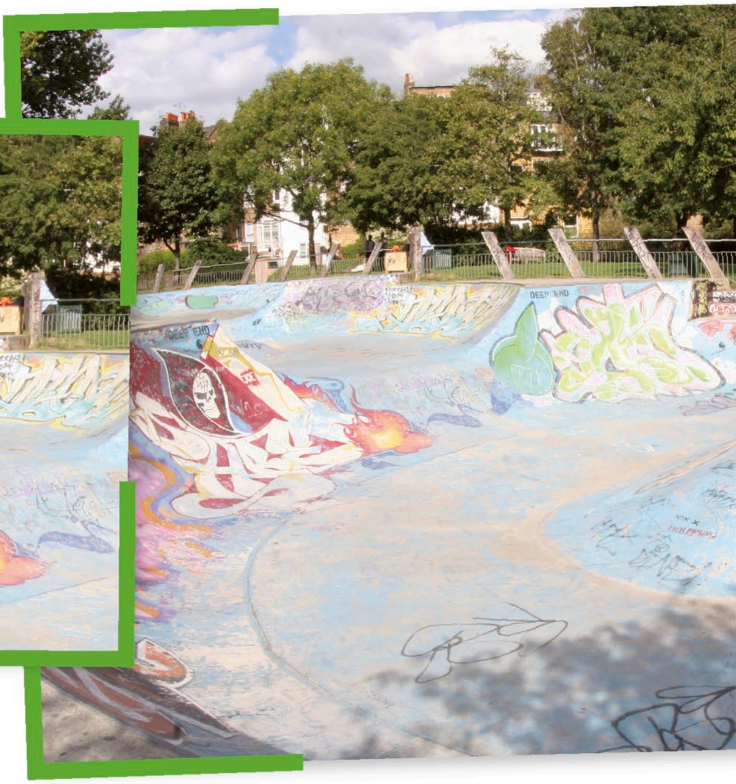
Also called a **long shot** or an **establishing shot**, a **wide shot** introduces a location or subject. It's often the first shot in a video, unless an extreme wide shot is being used.



This **wide shot** shows the characters in the shot, but at a distance.

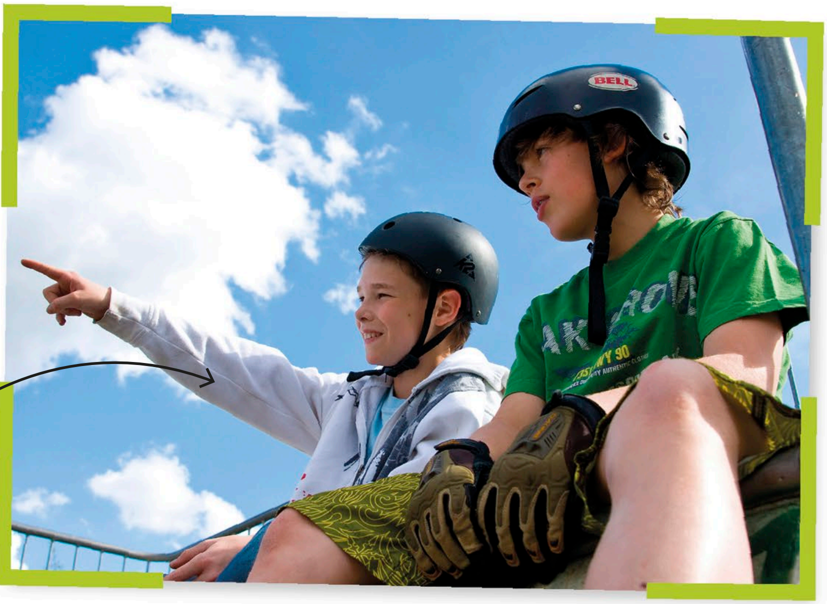
Extreme wide shot

An **extreme wide shot** shows all of the scene. In this skate park video, the entire park needs to be seen as well as the ground and sky.



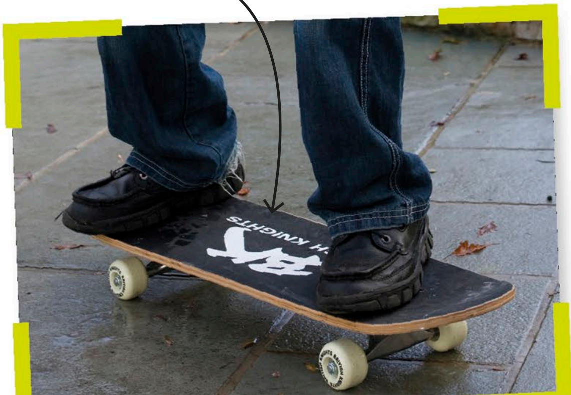
Mid shot

A **mid shot** is closer than a wide shot. Also called a medium shot, it's often used to focus on the dialogue between characters, show their gestures, and highlight their expressions.



A **mid shot** focuses on the upper half of a person's body.

This **close-up** shows off the person's skateboard.

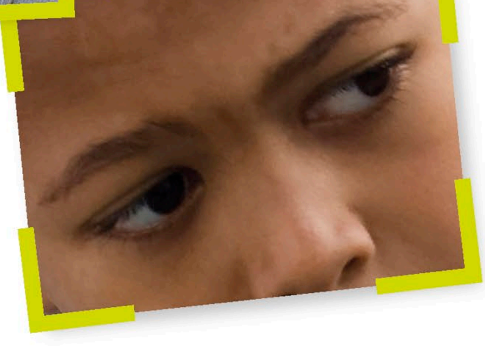


Close-up shot

A **close-up shot** frames a small part of a character, whether it's his or her face, hands, or feet. It can show a character's emotions, but it's also used to video **objects** close-up.

Extreme close-up

An **extreme close-up shot** focuses in on a certain detail, such as a person's eyes. It lets the viewer understand what the character is feeling.



Moving camera shots

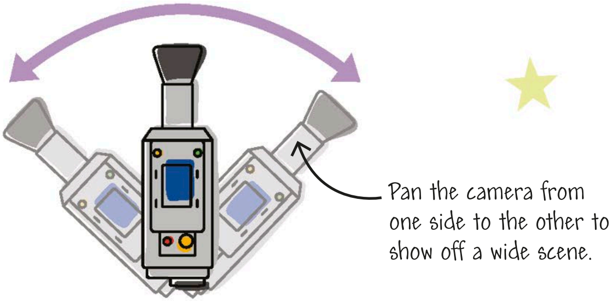
Using different moving-camera shots in your video will give it an energetic feel. Moving camera shots help you to tell your story, as they reveal details to your viewers and make the action more exciting to watch. Here are four common moving-camera shots.

STAR TIPS

- A tilt or pan can be done at any speed, but the faster it moves, the less detail you'll see. Try out different speeds to find what works best.
- Try zooming out slowly to surprise your viewers by revealing something or someone that wasn't in the original close-up.

Panning

A pan is when the camera moves horizontally left or right. Use panning to present an amazing location, or to reveal and introduce the actors in a scene.

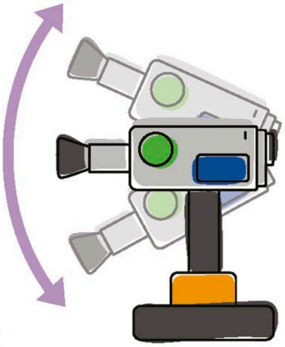


Pan the camera from one side to the other to show off a wide scene.

Pan left to reveal the sea, or pan right to reveal the cliffs.

Tilting

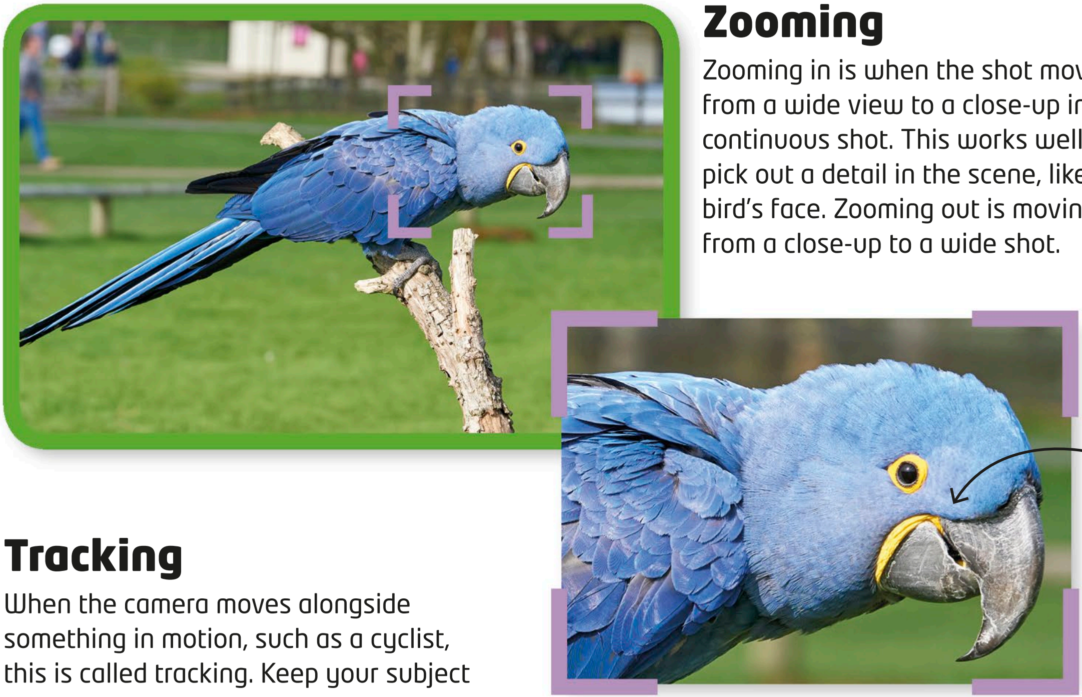
Moving the camera up and down is called a tilt. Tilting can help to introduce an actor, for example, by angling the camera from their feet up to their head.



Tilt the camera upwards to reveal the leaves and sky, or downwards to reveal the tree's base.

Zooming

Zooming in is when the shot moves from a wide view to a close-up in one continuous shot. This works well to pick out a detail in the scene, like a bird's face. Zooming out is moving from a close-up to a wide shot.

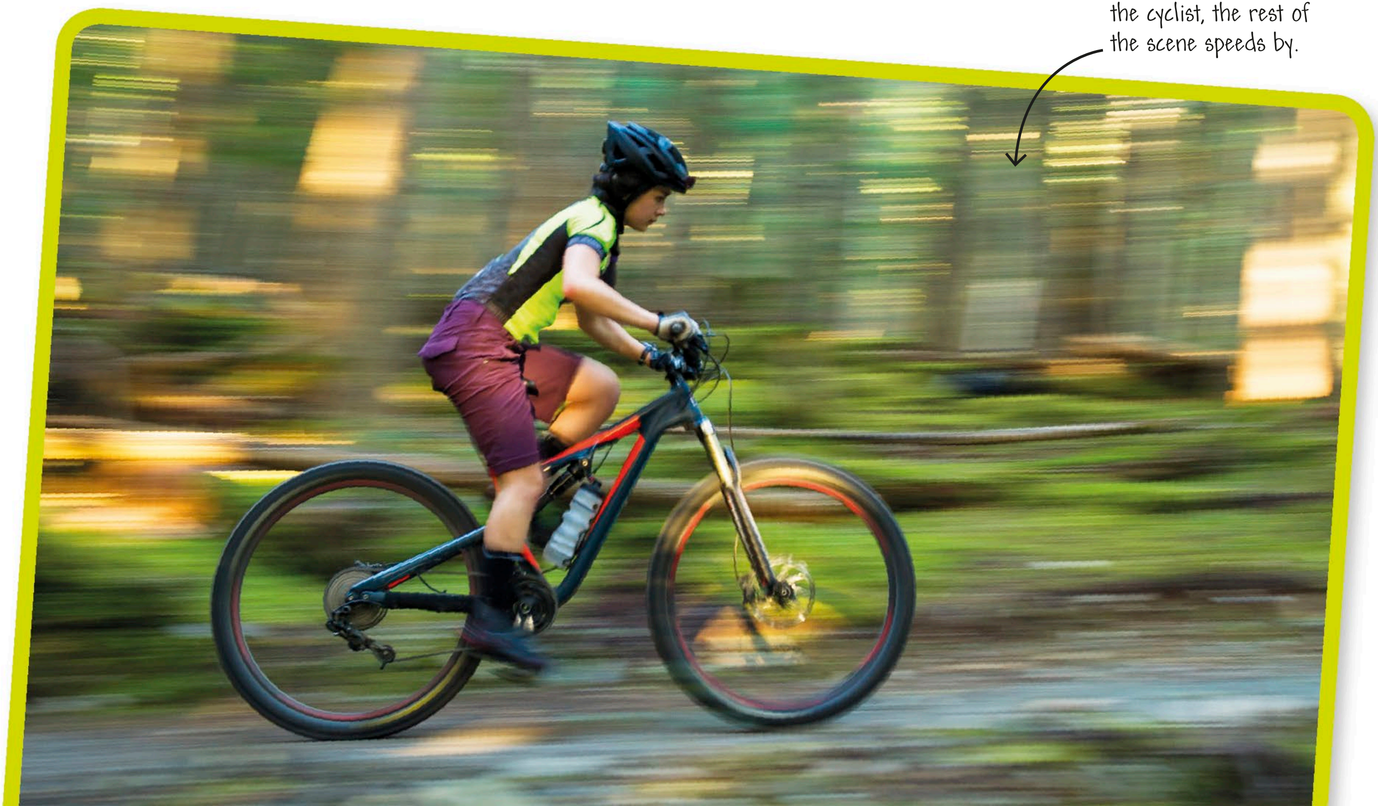


Zoom in on the bird's face to slowly reveal details – such as his cheeky smile!

Tracking

When the camera moves alongside something in motion, such as a cyclist, this is called tracking. Keep your subject in the middle of the frame to make it seem as though the world is whizzing past.

As you are tracking the cyclist, the rest of the scene speeds by.



Getting the best sound

The sound in your video is as important as the picture. For example, when you're filming an interview or a show-and-tell session, the sound quality can make a big difference. Follow these tips to make your recordings really clear.

STAR TIPS

- For certain projects you need to record sound separately from the image. When they are combined in the edit stage, it's called "syncing" (pages 68–69).
- Use a clapperboard or clap your hands to help with syncing. When you edit, you can match the clap sound on the audio with the image of the hands clapping or of the board being shut.

Using microphones

Most cameras have a built-in microphone, a device inside the camera that records sound. However, an external mic can be used to get an even better quality recording.

Use a selfie-stick to avoid having your finger over the mic.

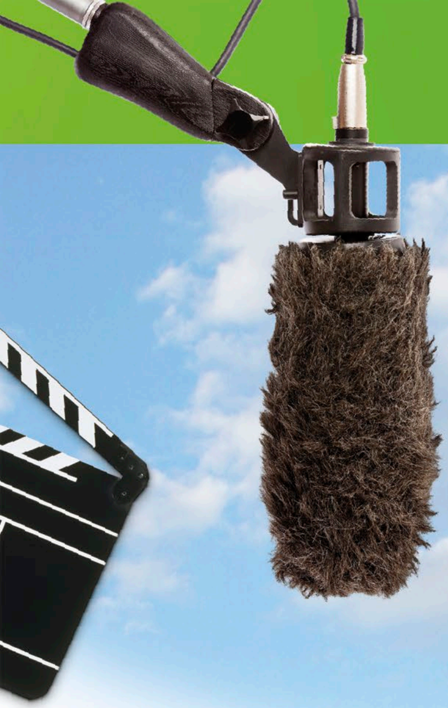
Built-in microphone
Mobile phones have a built-in microphone that picks up sound through a speaker. Make sure your finger isn't covering the speaker.

Remember to speak clearly.

Keep mics out of shot, unless they're meant to be there.

Place a mic on a solid surface or in a stand. This will stop noises caused by a mic being touched or moved.

External microphone
If your camera has an input hole, an external microphone can be plugged in. This allows you to get much better quality recordings.



Wind protector

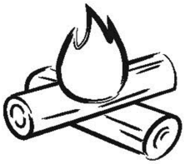
A wind protector is a fluffy piece of material or a soft cover that slips over a mic. It muffles any unwanted noise from the wind.

Alternative

If you don't have a professional wind protector, you can make your own by covering the microphone with an old sock.

Sound effects

If you want to add something special to your audio, use everyday objects to create special effects. Here are a range of ideas that you can try out, or you can come up with your own.



Fire crackling

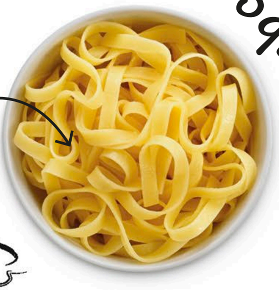
Crunch up wax paper.

Thunder

Flex or jiggle a large sheet of aluminium foil.

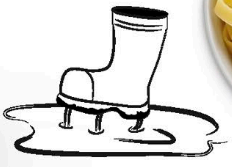
Rain

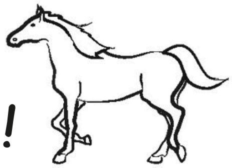
Sprinkle rice or seeds on a metal sheet.



Icky slime

Squish wet pasta in your hands.





Horse hooves

Hit hollowed-out coconut shells on a hard surface or on gravel.

Lighting for indoors

Filming indoors with artificial light gives you the chance to try out creative lighting effects. Before you start using lighting indoors, there are good (pros) and bad (cons) points that you need to know to avoid getting strange colours and results.

Pro: Can add atmosphere to a scene.

Con: The light will keep changing and the overall effect will not be very bright.

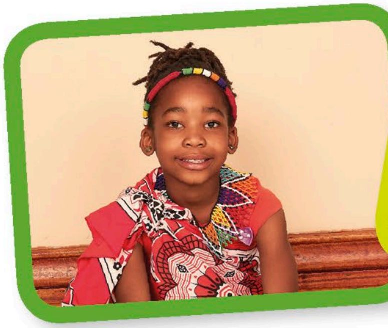
Disco ball

Pro: Fills a room with good, strong, overall light.

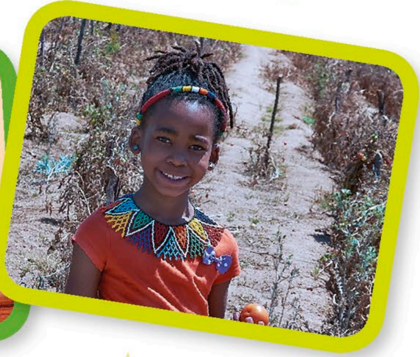
Con: Everything is lit the same, so it can give a flat effect.

Natural and artificial light

When you film in a room where sunlight is coming through a window, you are using natural light. When you use lamps and lights while filming, this is called artificial light. There are a variety of artificial lights.



If you are filming in artificial light, your videos will have an orange tint to them.

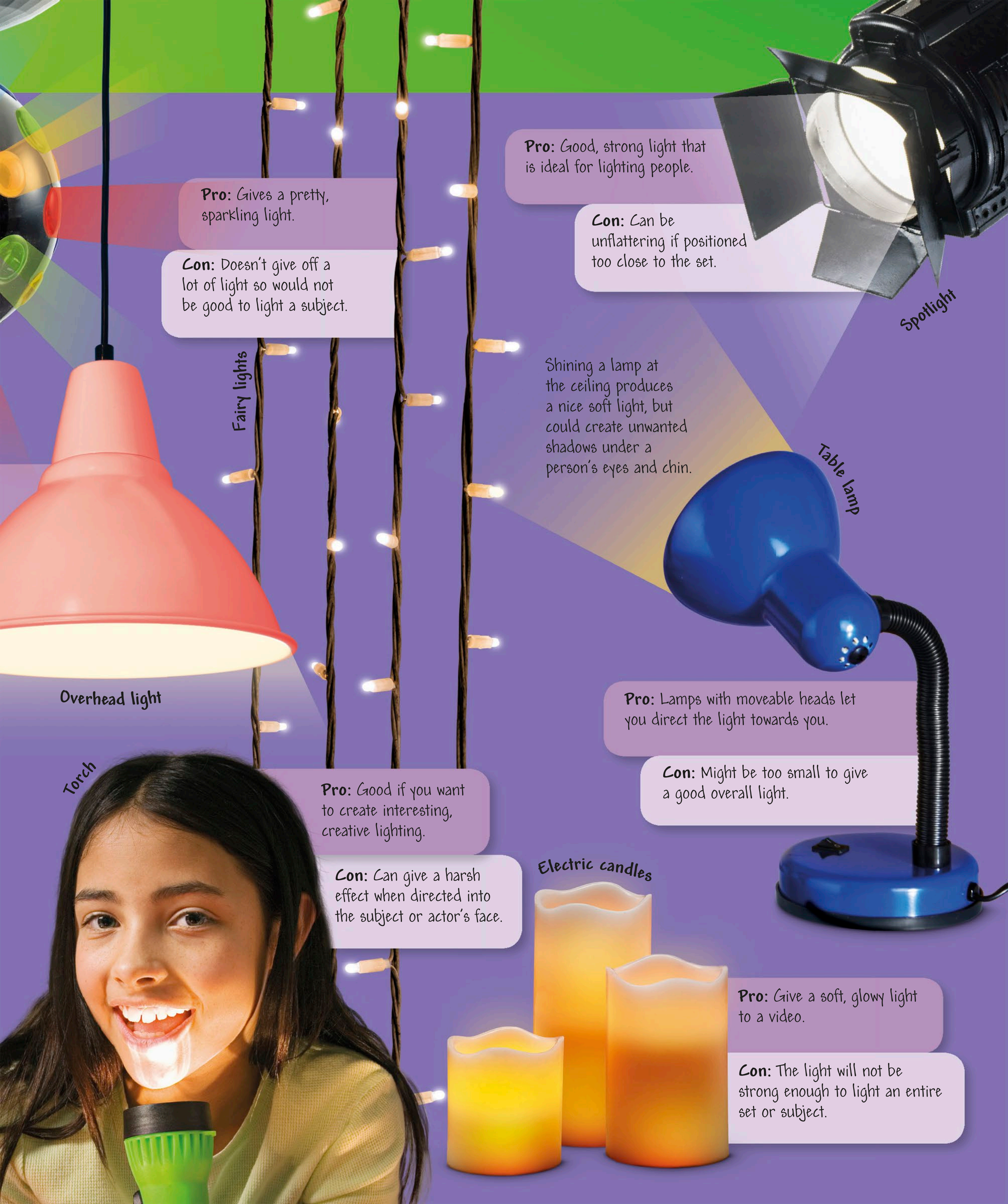


Videos that are filmed with natural light will be bluer from the neutral colours.

Camera settings

In your camera you can set the "white balance", which will make your picture cooler (more blue) or warmer (more red). Sometimes your camera does this automatically, but explore the options on your camera to learn to control the picture colour.

Auto	In this mode, the camera will choose the best settings for the light.
Tungsten	When you are indoors using artificial light, this is the best setting to use.
Daylight	This setting is perfect for outdoors, on a sunny day.
Cloudy	If it's cloudy, this will warm the picture up so it's not too blue.



Pro: Gives a pretty, sparkling light.

Con: Doesn't give off a lot of light so would not be good to light a subject.

Pro: Good, strong light that is ideal for lighting people.

Con: Can be unflattering if positioned too close to the set.

Shining a lamp at the ceiling produces a nice soft light, but could create unwanted shadows under a person's eyes and chin.

Pro: Lamps with moveable heads let you direct the light towards you.

Con: Might be too small to give a good overall light.

Pro: Good if you want to create interesting, creative lighting.

Con: Can give a harsh effect when directed into the subject or actor's face.

Pro: Give a soft, glowy light to a video.

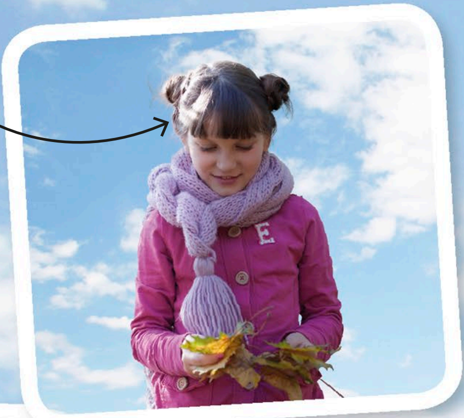
Con: The light will not be strong enough to light an entire set or subject.

Lighting for outdoors

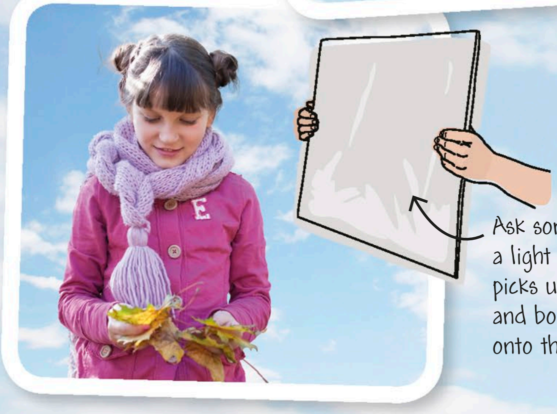
Learn how to bounce light like a pro! The Sun provides natural light, but the amount of sunlight can change the lighting effect. Take control with a light reflector to fix lighting problems and in so doing, make a better video.

Bright and sunny day

Strong sunlight makes some colours bright, while other colours are darker as they're in shadow.



If someone is facing sideways to the Sun, a dark shadow will fall on the side of the face that's away from the Sun.



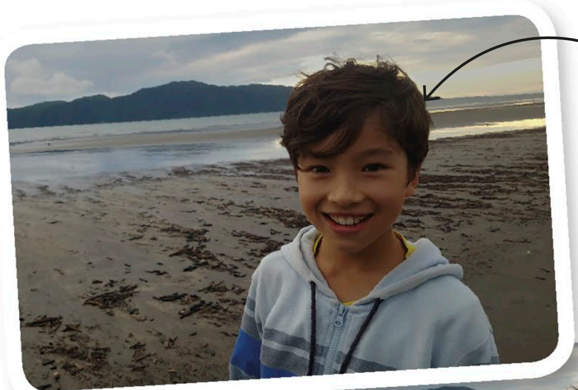
Ask someone to hold a light reflector, so it picks up the sunlight and bounces it back onto the person's face.

STAR TIPS

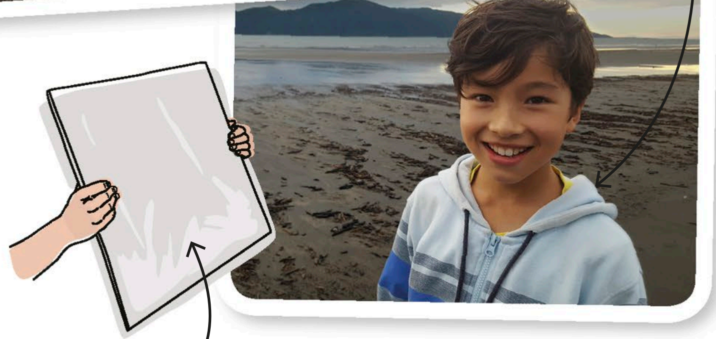
- On a sunny day, it can be tricky to see your camera screen. Try holding a dark cloth over your head and camera.
- A white reflector gives a soft, clean light, ideal for sunny days. Silver and gold reflectors are good for cloudy days, as their light will be stronger.

Cloudy day

On a cloudy day, the sunlight is blocked, so the natural light is soft. This makes colours less strong.



A person's face can look dull or dark on a cloudy day.



Colours, like the blue of this boy's hoodie, show up well with light bounced onto them.

Ask someone to hold a reflector so it reflects the natural light onto the person.

The extra light gives the person's face a soft glow.

Make a light reflector

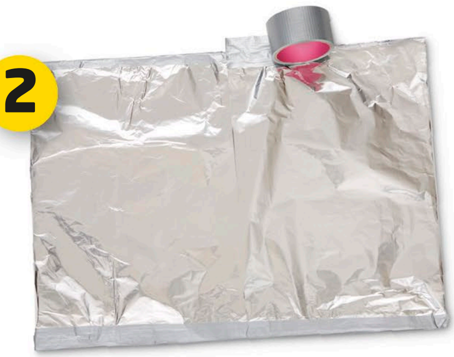
A reflector is a surface that bounces light. It can be made from different materials. Follow these steps to make a silver one.

1

Gather the materials

You will need: **cardboard**, **duct tape**, and **tin foil**. Cut the card to the right size, about 60 cm x 40 cm (24 in x 16 in).

2



Cover with tin foil and tape in place

Tin foil has two types of surface. Use the super-shiny foil to cover one side, and the less-shiny foil to cover the other side.

3

Ready to use

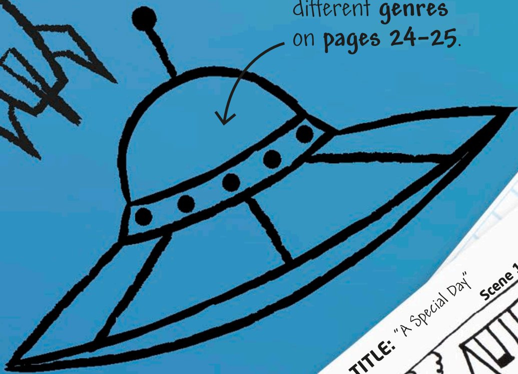
Experiment with your reflector to see the effects of bouncing light in different directions, and using the different sides. Try it with indoor and outdoor lighting.

Getting prepared

What is it you want to show in your video? You'll need to make a plan and get everything together before you start filming. Have a think: what story will you tell? What will your actors wear? This chapter covers what you need to do to get ready for your shoot.

Practise making your video at a **rehearsal** on **pages 34–35**.

Find out what you should bring to a shoot on **pages 32–33**.



Discover the different **genres** on **pages 24–25**.

Brainstorming

Before you get going, have a think about what sort of video you want to make and write your ideas down. This type of planning is known as brainstorming.

How long will your video be?

What will your video be about?

Will there be a story? If so, what should happen at the beginning, middle, and end?

Who will be the people or characters in your video?

TITLE: "A Special Day"
Scene 1: Shot
Notes:
shot of pla

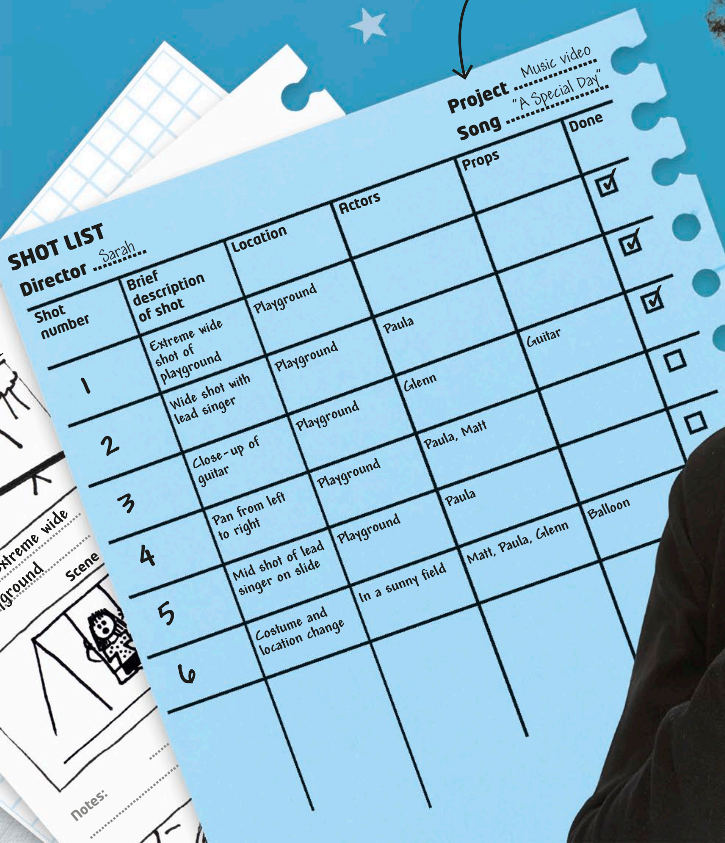
Create a **storyboard** to help you plan your video. See the example on **pages 30–31**.

Make your own **costumes** and **accessories**. See the ideas on **pages 36–37**.

Think about the best **location** for your video. Read through **pages 28–29** for inspiration.

Learn how to write a **script** on **pages 26–27**.

Make a **shot list** like the one on **pages 32–33**.



SHOT LIST

Director Sarah

Project Music video

Song "A Special Day"

Shot number	Brief description of shot	Location	Actors	Props	Done
1	Extreme wide shot of playground	Playground			☑
2	Wide shot with lead singer	Playground	Paula		☑
3	Close-up of guitar	Playground	Glenn	Guitar	☑
4	Pan from left to right	Playground	Paula, Matt		☐
5	Mid shot of lead singer on slide	Playground	Paula		☐
6	Costume and location change	In a sunny field	Matt, Paula, Glenn	Balloon	

xtreme wide
ground
Scene
Notes:

Good **hair** and **make-up** are key for creating a style for each character. Take a look at **pages 38–39** for ideas.

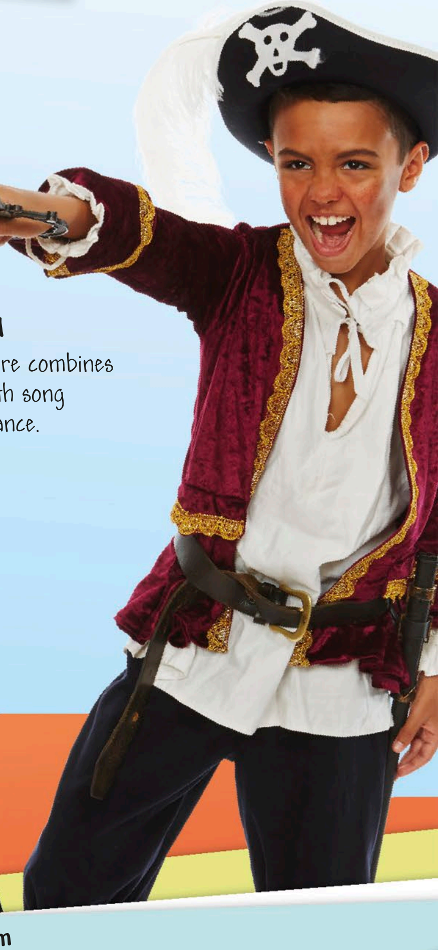
Choosing a genre

What type of video do you want to make? There are many types, or genres, to choose from. Here are a selection to think about. To make it easier to decide on one, consider who will be watching your video and what they will find entertaining.

Mystery
This genre is about solving a problem or crime, often with a detective's help.

Historical
A story that is set in the past is historical.

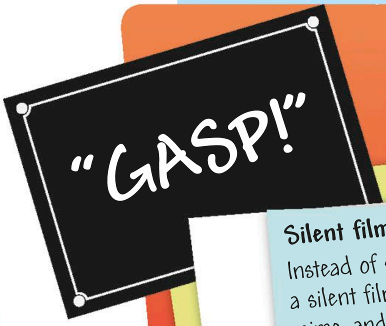
Adventure
Exotic locations and action-packed scenes are the main elements of an adventure genre.



Musical
This genre combines acting with song and dance.

Which genre should I choose?

When choosing a genre, think about what works for you and your audience, or be inspired by watching films, videos, and reading books. Video-makers sometimes mix genres to create imaginative stories, such as a historical sci-fi cookery show!



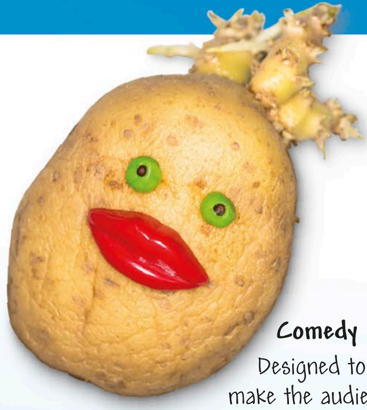
Silent film
Instead of spoken word, a silent film uses music, mime, and title cards.

Action

This high-energy, fast-paced genre often includes a hero who saves the day.

Animation

The use of drawings, graphics, or models are how animations are made.



Comedy

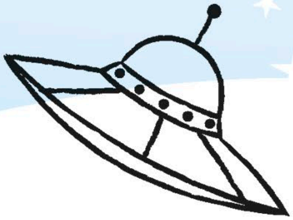
Designed to make the audience laugh, comedies are a popular genre.

Make-and-do

This genre shows how something is made, using a step-by-step technique.

Sci-fi

Aliens, futuristic robots, and time travel are usually seen in sci-fi videos.



Horror

Many people enjoy being scared by horror stories. Often this is done by showing ghosts and other haunting creatures.

CHECKLIST

- ✓ Make sure you think about the age of your audience. A child, a teenager, and an adult will all enjoy watching different things.
- ✓ Try to work out what your audience will find entertaining so your video is interesting for them to watch.
- ✓ Don't forget to think about your own hobbies and the type of video that would suit you best.

Documentary

This genre documents an aspect of real life to educate audiences, such as observing nature.

Writing a script

Everything you want to be said and done in your video can be written in a script. A script acts as a step-by-step guide to what you plan to happen when you start filming. Writing a script can help your ideas come to life.

Characters

Fantastic characters are key to making your video a success. They are one of the most important parts of a script.

Coming up with an idea

Begin by picturing the type of story you want to tell. Consider where it will be set and who will be in it. After you have decided on this, you can think about the dialogue and action. Each part of the script needs time and thought spent on it.

Setting

The script must always explain where the performance is taking place. The setting should suit the genre you have chosen for your video (pages 24–25).

Dialogue and action

The script is controlled by what the characters say and do. Make the dialogue and action exciting to keep the audience interested.

STAR TIP

- The best way to test a script is to read it out loud. If the actors run out of breath, or get confused, then the lines may need to be rewritten.

Pen to paper

Once you have all your ideas in place, it's time to start writing. On top of characters, setting, dialogue, and action, you can also include extra information in your script about camera direction, or prop use.

The title of the project goes at the top.

The setting, characters, and scene's time of day are written at the top.

Make sure you number the scenes so it's easy to track what you are filming.

The dialogue refers to the conversation between characters.

Directions tell the actors what moves to do and how to perform their lines.

DETECTIVE DRAMA

Scene 4 Exterior of an old building – Night

BETH SQUIBBLY and EDDIE JESSOP approach the secret laboratory where DR LAUREN VON SNORIN has been conducting her evil experiments. Beth walks forwards and looks up at the building.

BETH SQUIBBLY

This is it, Jessop. This is where she has been growing the giant cats.

EDDIE JESSOP

(angrily)

Yes, and using my research to do it!

(BETH pulls out a key from her pocket)

BETH SQUIBBLY

It's time to bring this to an end once and for all.

EDDIE JESSOP

It should have ended long ago, Squibbly.

Choosing a location

Looking for an area to film is called "scouting". Visit a range of places before you choose one. You might even decide to film your video in several spots. Find a location that has patterns, reflections, and particular objects that are interesting on camera.

THINK ABOUT...

- ✓ Do you need permission to shoot at the location?
- ✓ Is it a busy place? You need to get permission from people if they're going to be in shot.
- ✓ Is there electricity on site?
- ✓ Are there toilets and other facilities on site?

What should I look for?

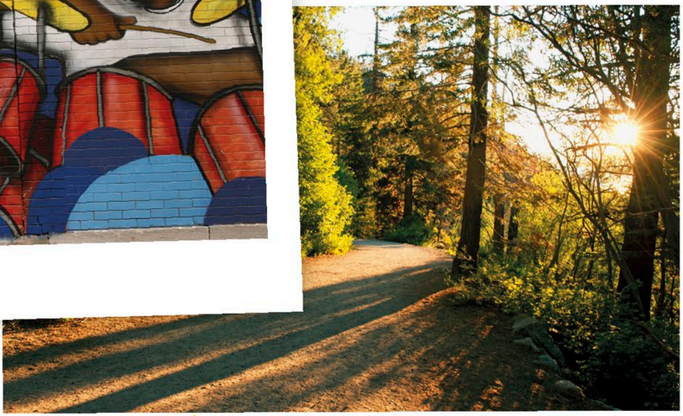
Ask yourself these questions and use the checklist to work out where is best. Do you need an indoor or an outdoor space? Can it be used in all types of weather? What look are you going for? Here are several ideas to get you going.

Slide, swing, or jump to create motion.

Make a fun pop video
A brightly coloured playground is perfect for a cheerful music video, or it's a place to show your friends playing and having a picnic.

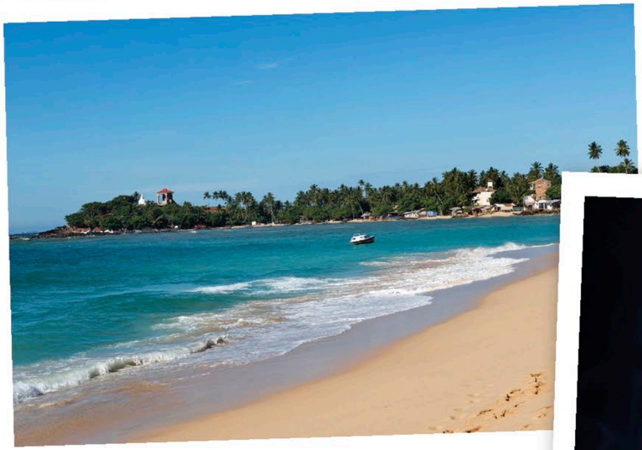
Create a holiday diary
A funpark is ideal for a video diary. Show lots of details, but avoid filming people close-up who you don't know.

Document an urban area
Use painted walls or a mosaic backdrop to film a documentary or an interview.



Capture natural beauty
Woods create a perfect atmosphere for a drama.

Use natural light to your advantage.



Make memories on sandy shores
A beach is an ideal site for a video showing a summer holiday. Capture details such as a sandcastle, rocks, and shells.

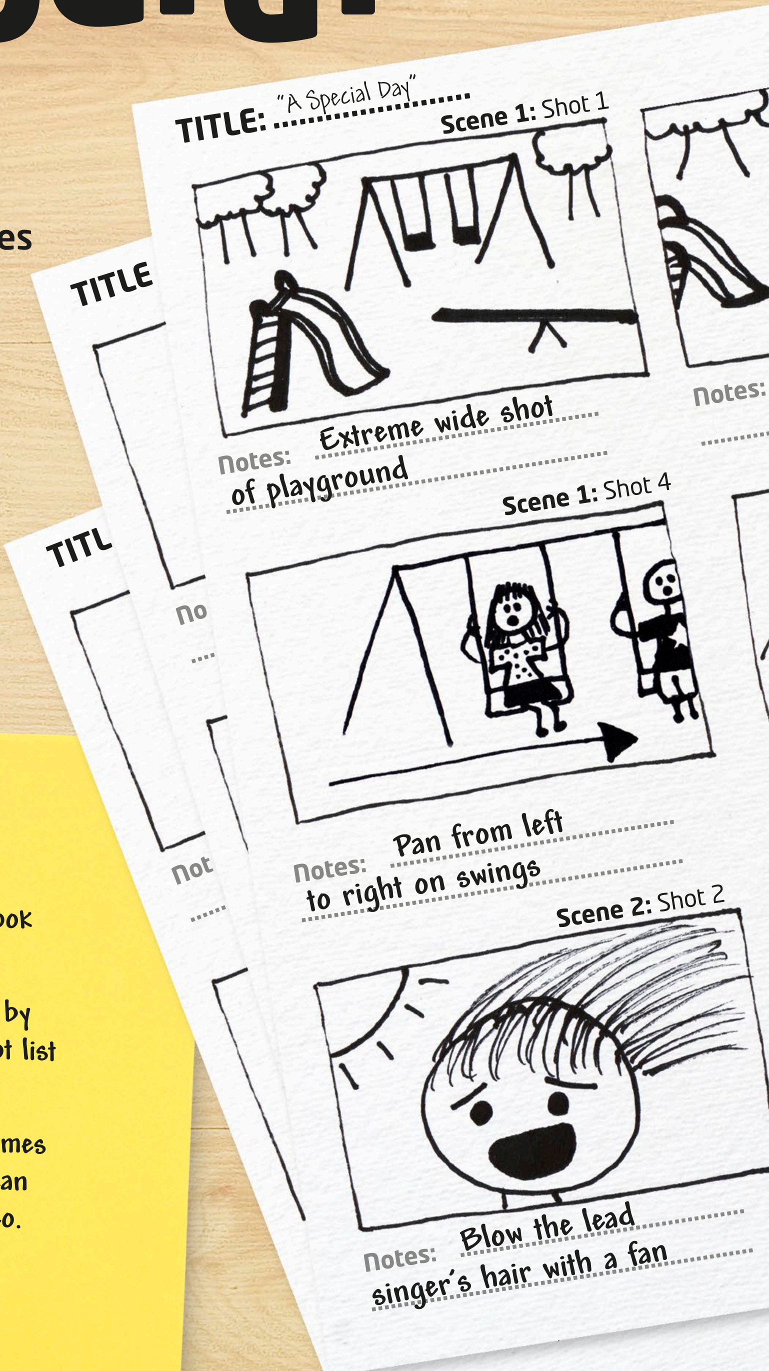
Create your own disco
If you don't have access to a hall, cover the walls in your bedroom with dark material and hang up a few disco lights.

What is a storyboard?

A storyboard is an illustrated plan that looks a bit like a comic strip. It allows you to visualise your video from start to finish. Use it to make notes for everything you want to capture.

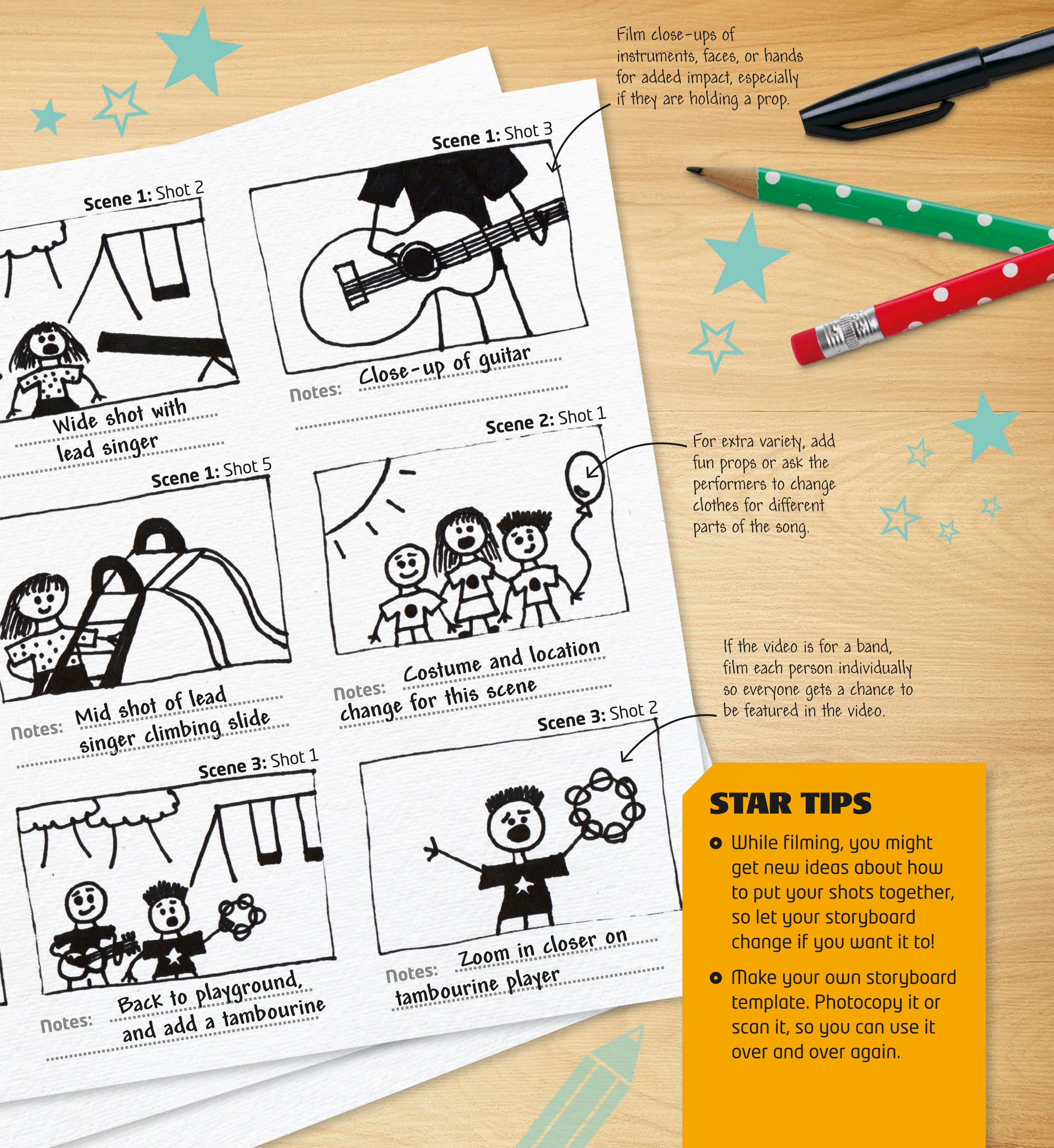
Drawing a storyboard

Always put the title at the top, write down which scene each shot is in, and add notes to each drawing. Your notes should describe the action, who will be in it, the costumes, special camera moves, any props, and the time of day it should be filmed. This example shows a storyboard for a music video.


TITLE: "A Special Day"
Scene 1: Shot 1
Notes: Extreme wide shot of playground
Scene 1: Shot 4
Notes: Pan from left to right on swings
Scene 2: Shot 2
Notes: Blow the lead singer's hair with a fan
Notes:
TITLE
TITL
No
Not

Notes

- List camera moves in your notes to help improve the footage and make a scene look more fun.
- Keep track of what shots you have taken by marking them on the storyboard and shot list (pages 32–33) so you don't forget any.
- Think about performing the song a few times in different parts of the location so you can edit together a more visually exciting video.



Scene 1: Shot 2

Wide shot with lead singer

Scene 1: Shot 3

Notes: Close-up of guitar

Scene 1: Shot 5

Notes: Mid shot of lead singer climbing slide

Scene 2: Shot 1

Notes: Costume and location change for this scene

Scene 3: Shot 1

Notes: Back to playground, and add a tambourine

Scene 3: Shot 2

Notes: Zoom in closer on tambourine player

Film close-ups of instruments, faces, or hands for added impact, especially if they are holding a prop.

For extra variety, add fun props or ask the performers to change clothes for different parts of the song.

If the video is for a band, film each person individually so everyone gets a chance to be featured in the video.

STAR TIPS

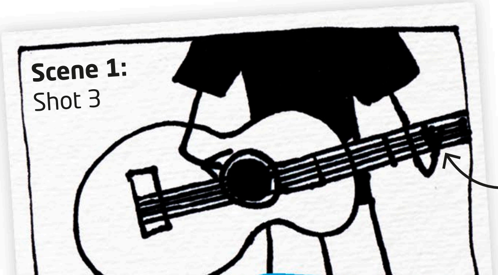
- While filming, you might get new ideas about how to put your shots together, so let your storyboard change if you want it to!
- Make your own storyboard template. Photocopy it or scan it, so you can use it over and over again.

What is a shot list?

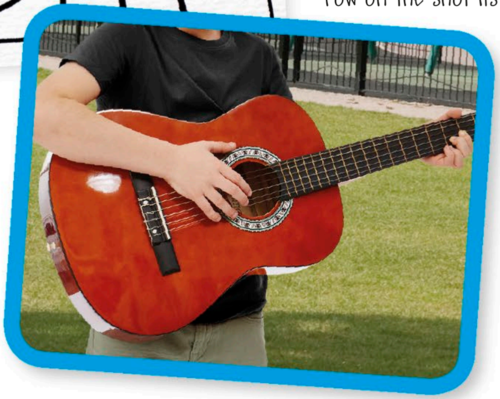
Writing down all the shots you want in your video is a key part of the preparation process. This list is called a shot list. It will make everything run much smoother on the day of filming. This example shows a shot list for a music video.

Keeping on track

Often you don't film each scene in the order it will appear in the video. That's why a shot list is important – it will help you keep track of what you've done, and what's left to do.



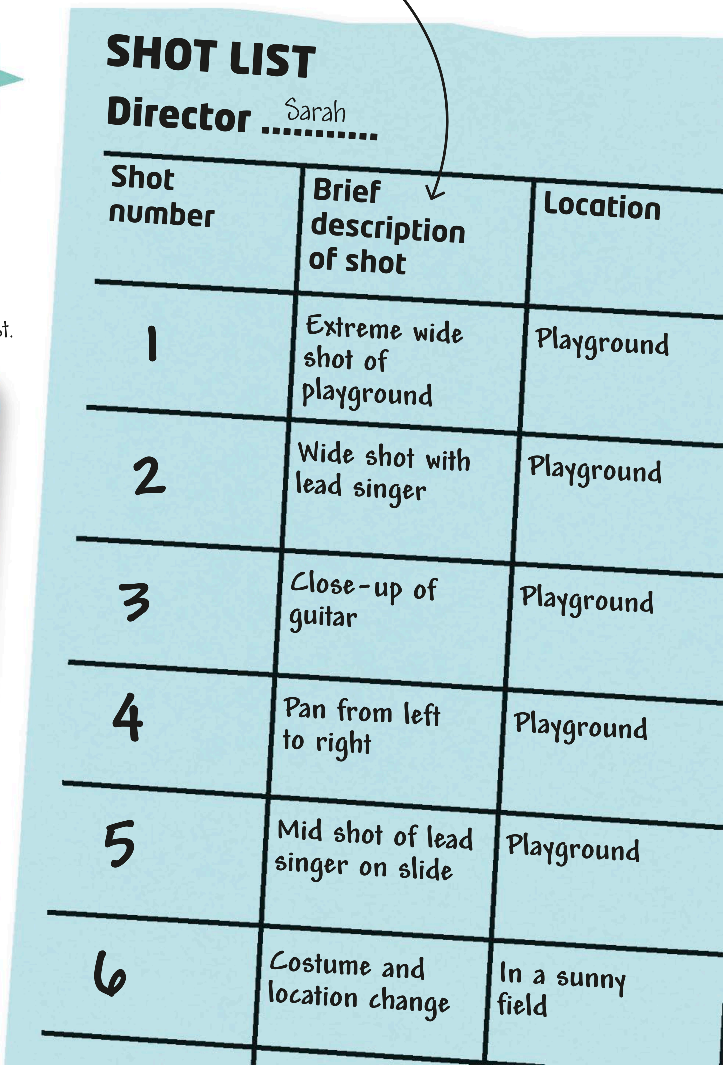
Each box on the storyboard (pages 30–31) will have a row on the shot list.



What's on a shot list?

A shot list shows who is in a scene, what they are doing, where the location is, if there are any props involved, and what the camera is doing. It will inspire you to think about every shot, and help your shoot to run smoothly.

Write what the camera will be doing, such as whether the shot will be moving (pages 14–15) or still (pages 12–13).



SHOT LIST

Director Sarah

Shot number	Brief description of shot	Location
1	Extreme wide shot of playground	Playground
2	Wide shot with lead singer	Playground
3	Close-up of guitar	Playground
4	Pan from left to right	Playground
5	Mid shot of lead singer on slide	Playground
6	Costume and location change	In a sunny field

Tambourine
Bubble machine

What do I bring to a shoot?

A checklist of what to bring to the shoot is also a big help. It means that you can be sure you take everything you need to the location. It also allows you to check you don't leave anything behind at the end.

Items to bring

- camera and memory cards
- shot list
- storyboard
- costumes
- hairbrush and make-up
- props
- extra lighting
- reflector
- spare batteries (or a fully charged phone)
- tripod (if you're using one)
- snacks and water bottles
- first-aid kit
- umbrella
- sun cream

Project Music video

Song "A Special Day"

Actors	Props	Done
		☑
Paula		☑
Glenn	Guitar	☑
Paula, Matt		☐
Paula		☐
Matt, Paula, Glenn	Balloon	☐

Tick box to mark when a shot has been done.

Helping hand

If you're busy directing, ask a friend to help you tick shots off the list once they're done.

What is a rehearsal?

A rehearsal is a chance for the cast and crew to practise what they will be doing in the video. It might mean practising the lines in the script, or going through a dance routine. If there are props you need in the scene that have to be used at just the right moment, try them out.

Practice makes perfect

Make the most of your rehearsal time by taking notes throughout, and giving your cast and crew lots of feedback.

Before any rehearsal

- Make sure everyone is prepared, has looked at the script beforehand, and has learnt their lines.
- Find out if it's possible to do the rehearsal at the location where you're going to shoot your video.
- Bring your phone to the rehearsal to film bits to play back to your actors when giving them feedback.
- Gather all the things you'll need for the rehearsal, including drinks and snacks for your cast, music if relevant, and any extra lighting.
- When the day of filming is close, run a dress rehearsal where everyone gets into costume, puts on their make-up, and uses their props.

In frame
If your actors are moving a lot, make sure you rehearse on camera to check the entire shot is in frame.

Choreography

Make sure the dancers are in time with the music and that they know all their cues.

Costumes

Make sure everyone's costumes and accessories fit. Using these in rehearsals will allow you to check they'll look good on camera.

CHECKLIST

- ✓ Was anything missing?
- ✓ Did the script sound alright? Was it too long or not long enough?
- ✓ How did everyone work together?
- ✓ Was everyone in the right place at the right time?
- ✓ Will everything fit in the shot?
- ✓ Do you need to add any extra directions to the script?
- ✓ Did you give feedback and encouragement to your team? It's important to thank them and make suggestions for things to work on and improve.

Take a break

Give your team a break to get food and drink so they're at their best in rehearsal.

Choosing your costumes

Most videos need costumes, whether they are fancy outfits for a period drama or simple t-shirts for a music video. The more effort you put into making your cast look right, the more believable your video will be. Costumes aren't just clothes – your characters can also have accessories, such as hats and jewellery.

Make a plan

Do some research for your project by looking at pictures in magazines and books, or by searching for the topic online. When you see something you like, write it down or draw a sketch.

You can also collect ideas by cutting out pictures in newspapers or magazines.

STAR TIPS

- Make sure you get measurements from your actors before putting together their outfits.
- Be creative with your costume choices!

You might be able to make a costume from things you already own.

Make your choice

Choose costumes that clearly show who your characters are. You could pick a big, black hat for a pirate captain, a long, white coat for a doctor, or a jewelled crown for a queen.

Some costumes are easy to make yourself, such as this cardboard sword and shield.

Should your character wear a hat? Some parts don't look right without one.

Masks can be used to hide a character's identity.

All sorts of different costumes can be bought online.

Some clothes and accessories can be bought cheaply from charity shops.

Jewellery can help make a character look rich and important.

Don't forget to decide what the characters should wear on their feet.

Hairstyles and make-up

Hairstyles and make-up are all vital as they help to set the scene. Looks and styles tell the audience a lot about characters in a video, from a ballerina's neat hair to a scary Halloween face. They all add to the fun of a video.

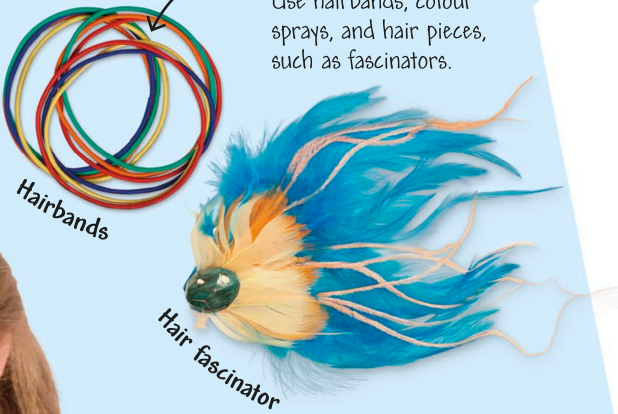
Using make-up

Always think about what suits a character. Do they need plain and simple make-up or a more bright and bold look? What hairstyle should they have? Do they need their nails painted, too?

Nail polish

Nails

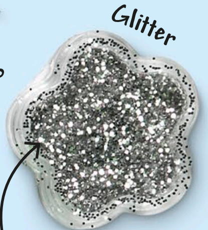
Nail polish and nail art stickers help to jazz up a look for a character.


Hairbands
Hair fascinator

Hair

Use hairbands, colour sprays, and hair pieces, such as fascinators.

False eyelashes



Eyes

Brighten up eyes with make-up, glitter, and false eyelashes.

Face and mouth

Getting make-up right is a skill. You can look at online tutorials for help and suggestions for techniques.

Powder brush

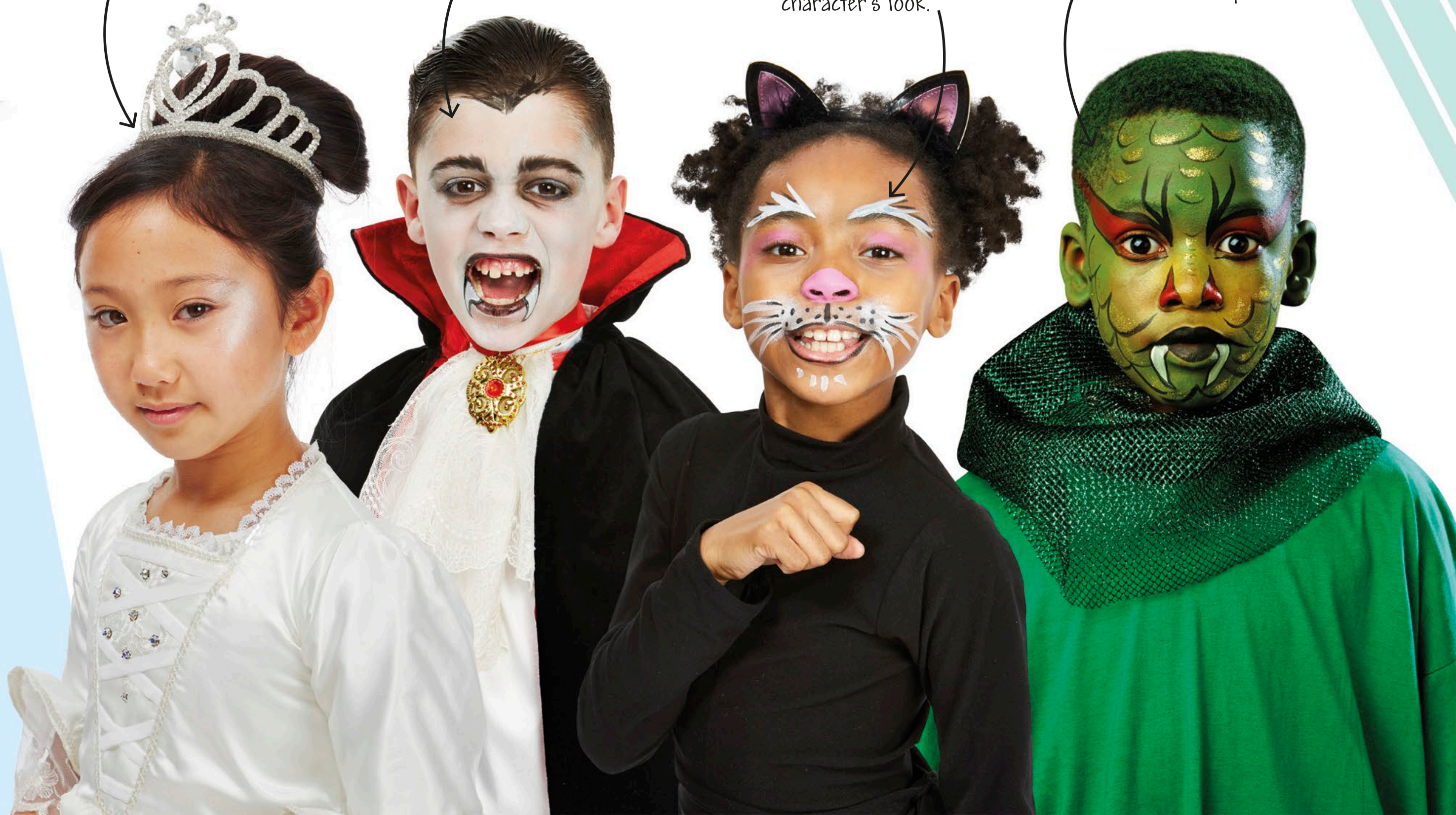
Hair brush
Face paint
Face-paint brush
Eye pencil

STAR TIPS

- Ask an adult to help you achieve tricky hairstyles or detailed make-up.
- Use make-up and face paints that are safe for people with allergies or sensitive skin.
- Actors may struggle to put on a costume after their hair or make-up has been done. Ask them to get dressed first.

Creating a look

Decent face paints completely transform a person into the character they're playing in a video. Cool looks like the ones below are easy to create through clever hairstyles, amazing face paints, and neat make-up.



Pretty princess
This character has an up-do hairstyle complete with a sparkly tiara.

Dreaded Dracula
Ghostly white face paint and scary teeth help the actor really look the part.

Cute cat
Creative face paints and a kitten-ears headband set off this character's look.

Vicious villain
Green hairspray and face paint make this actor look scarily real.

Awesome ideas

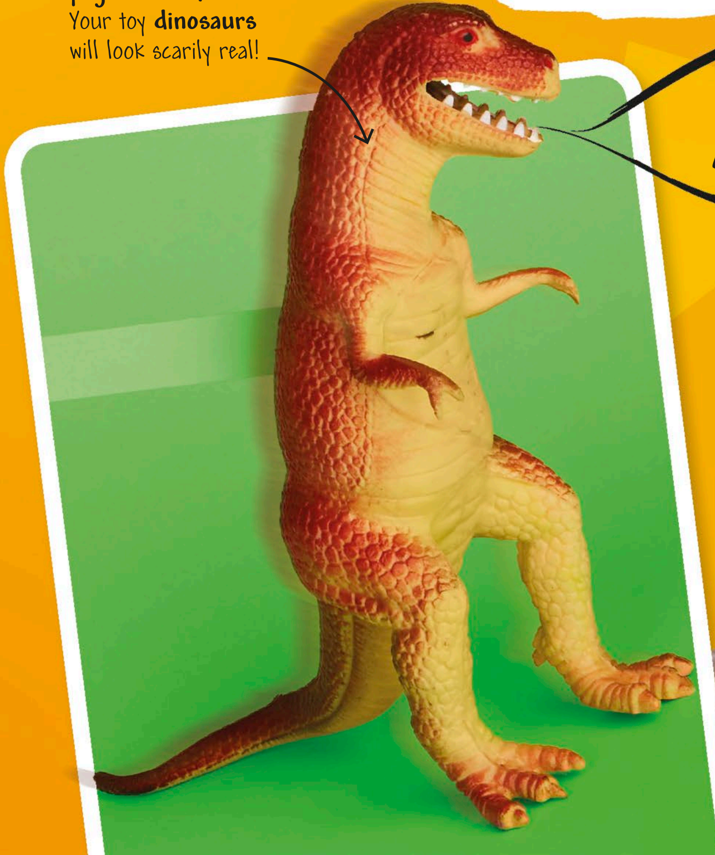
There are countless video projects you can create. This chapter suggests ideas for you to try, from filming an "unboxing" toy review to making a comedy pet video. Use these ideas (and more!) as a starting point for coming up with your own.

Make an out-of-this-world space **scene** on **pages 44–45**. Then you can film in your own **universe**.

For advice on the best **set-up** to show off your super **skills**, turn to **pages 42–43**.

Present a **weather** forecast on **pages 46–47** and learn how to work with an interactive **backdrop**.

Find out about the magic of **green screen** on **pages 48–49**. Watch out! Your toy **dinosaurs** will look scarily real!



Film a **stop-motion** race using toy **cars** on **pages 54–55**. Which car will win?

Learn all about **time-lapse** filming on **pages 58–59**. It will appear as if you've created **art** in minutes!

Play around with **scale** to make it look like a human is using ninja moves on a dinosaur on **pages 50–51**.

Uncover the do's and don'ts of using a **drone** on **pages 60–61** as you learn how to film from **above**.

Learn how to make the most of mistakes on **pages 62–63**. Don't worry – **bloopers** will lighten the mood!

Let a funny **pet** be your guide on **pages 52–53** as you pick up skills for checking the **quality** of your video footage.

Discover the best way to **"unbox"** a new toy or product on **pages 56–57**, then make a **review** of all the best bits.

Show off your skills

Show and tell how to cook, bake, or make something amazing! A step-by-step video is a great way to share what you love to do, and to inspire others to try it, too. Whether you're baking a cake or doing a science experiment, the trick is being well prepared and having the right set-up.

STAR TIPS

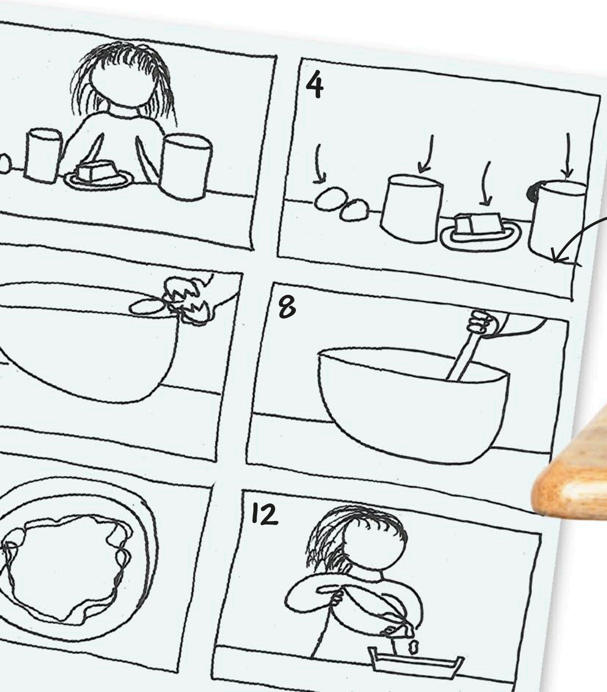
- Clear away any clutter in the background so your viewers won't be distracted.
- Put up a "Do Not Disturb" or "Video in Process" sign so you aren't interrupted while filming.
- Ask the presenter to speak clearly and slowly enough to be understood.
- Pause after the first scene and check that the sound is being picked up.

Before the shoot

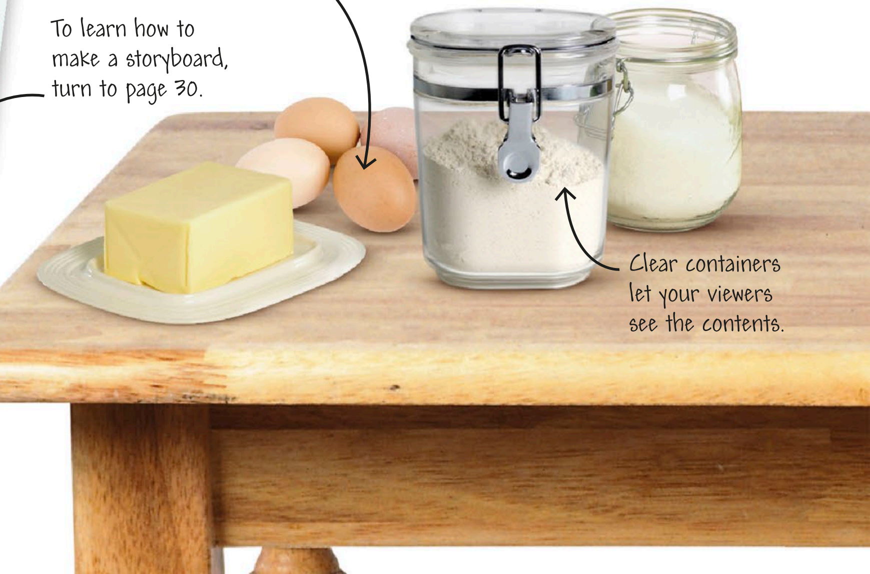
Preparation is the key to a successful video shoot. Before you can start filming, you need to think about exactly which shots you want to take. Have your storyboard nearby when you shoot so you can refer back to it.

Setting up

Set up all of your props before you begin. Show them laid out at the start of the video. Make sure you check the lighting. Use any natural light in the room, and bounce it off a reflector (page 21) if you need to.



To learn how to make a storyboard, turn to page 30.



Put smaller ingredients nearer to the camera so they can be seen.

Clear containers let your viewers see the contents.

Special shots

Using different shots will make your video more interesting and help your viewers understand what they need to do. Here are a few ideas. Turn to page 12 for more suggestions.

Close-up

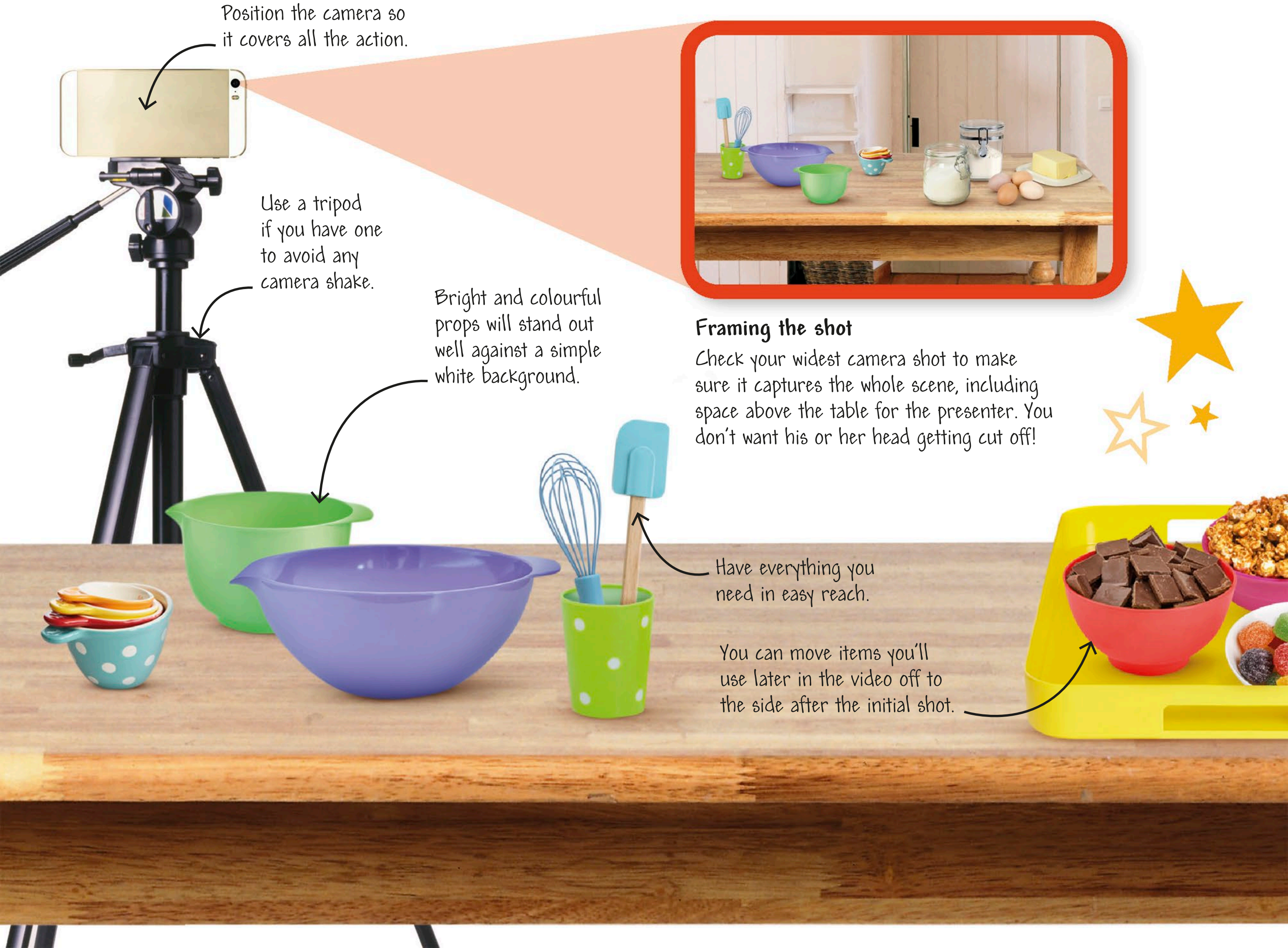
A close-up shot like this will direct your viewers' attention to a specific action.

Extreme close-up

Zoom in even closer so your viewers can see the details of a technique, such as sifting flour.

Overhead

Shooting a step from above may be the clearest way to show what is being done.


Position the camera so it covers all the action.
Use a tripod if you have one to avoid any camera shake.
Bright and colourful props will stand out well against a simple white background.
Have everything you need in easy reach.
You can move items you'll use later in the video off to the side after the initial shot.

Framing the shot

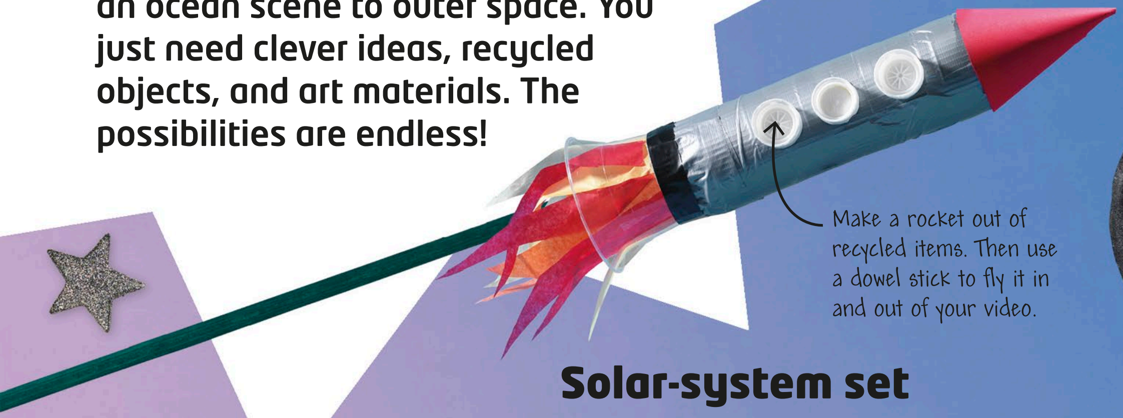
Check your widest camera shot to make sure it captures the whole scene, including space above the table for the presenter. You don't want his or her head getting cut off!

Shoot for the stars

Create a pretend world to set your video in. Make anything from an ocean scene to outer space. You just need clever ideas, recycled objects, and art materials. The possibilities are endless!

STAR TIPS

- Always think about how items will appear on camera.
- Add music to your video that fits with the subject matter.
- Ask an adult to help you with making a life-size set.



Make a rocket out of recycled items. Then use a dowel stick to fly it in and out of your video.

Textures show up on screen, so make surfaces look real. Dangle items using string. Twist the string and let it spin as you film.

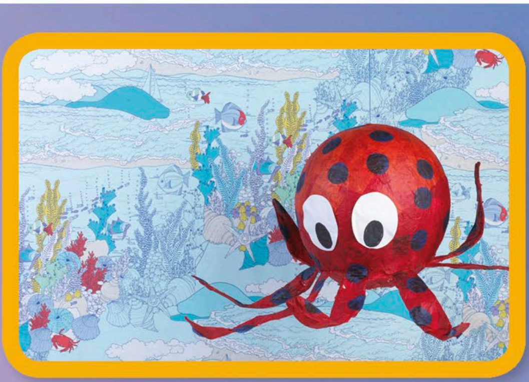
Solar-system set

Make your own universe out of recycled objects. Use glitter to decorate stars, tissue paper to make rocket flames, elastic bands to build a planet, and a paper plate for an alien spaceship!

Create puppets to act in your video. Use bright and fun colours.

Other worlds

For a video animation you can create an entire set inside a cardboard box. Or you can make a life-size backdrop to act in front of by painting a wall or old bed sheet. Use cardboard, paints, and props to make your set believable.

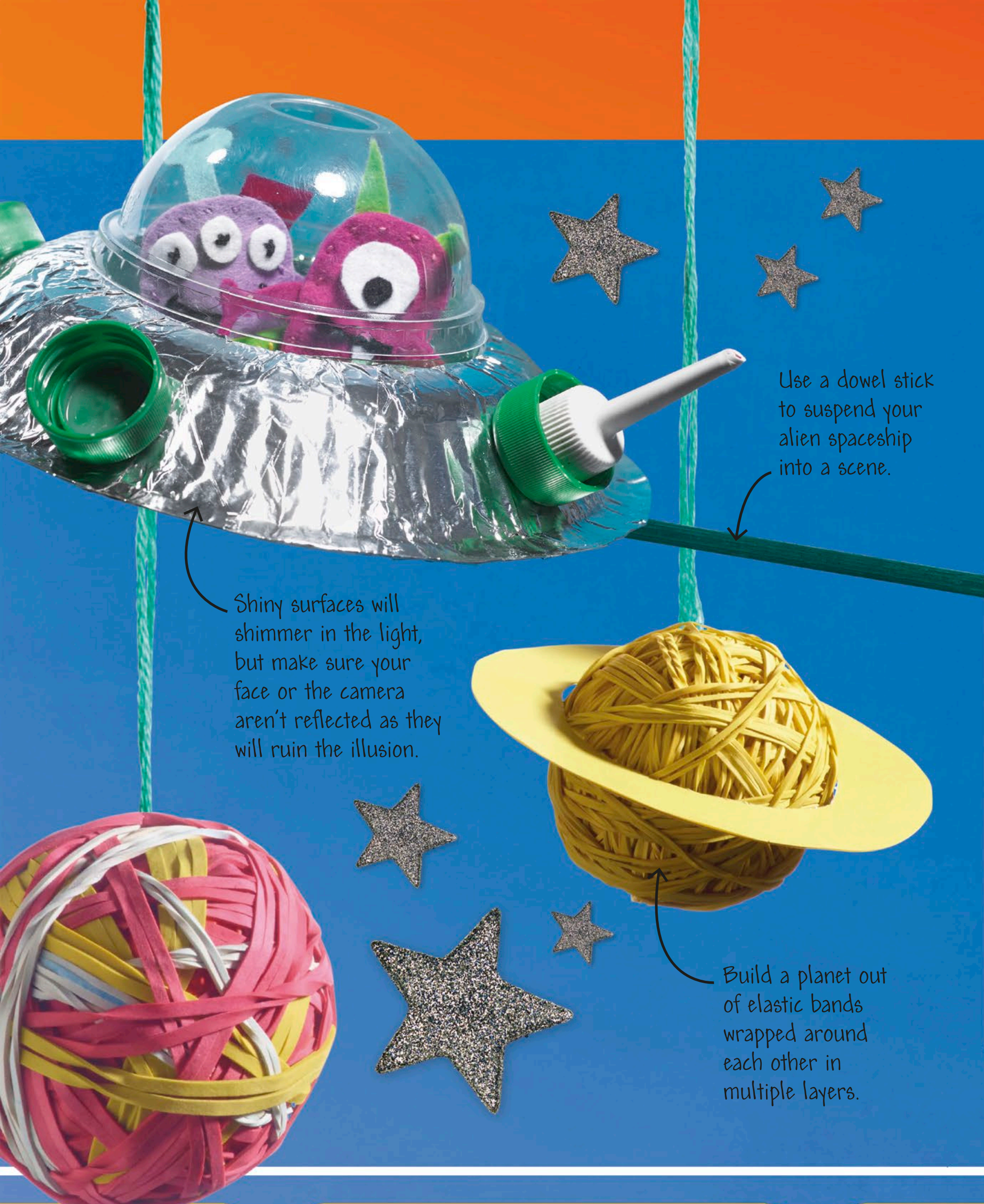


Draw an ocean background and make an octopus out of paper mâché.

Build a life-size forest scene.

Space travel

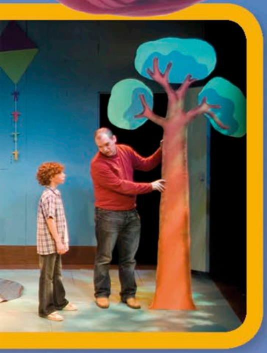
Use a transition (pages 70–71) to film a friend dressed as an astronaut in front of a space backdrop, followed by a close-up shot of a rocket flying. This shows the character is watching the rocket travel through space.

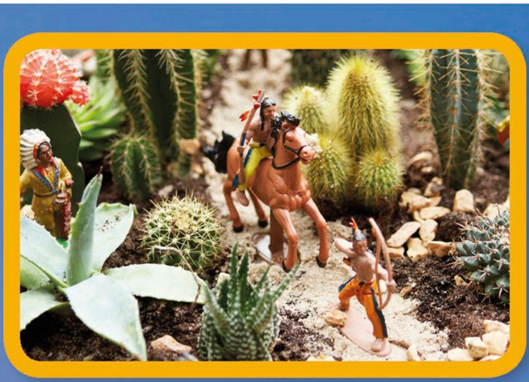


Use a dowel stick to suspend your alien spaceship into a scene.

Shiny surfaces will shimmer in the light, but make sure your face or the camera aren't reflected as they will ruin the illusion.

Build a planet out of elastic bands wrapped around each other in multiple layers.





Use toys and small plants to create a desert scene in a shallow plant container.

Create a busy city out of cardboard tubes and boxes.

Forecast the weather

An interactive backdrop is a background that is placed behind a person being filmed, such as a weather map or piece of artwork. You, or the person you're filming, can point to the backdrop and talk about the content. It's fun and easy to make. Grab your craft supplies and get creating!

STAR TIPS

- Think carefully about what the presenter will be wearing and dress him or her in a suitable outfit for the role.
- Closely position a microphone to record the sound clearly.
- Add some intro music and sound effects in the edit (pages 68–69) to finish off your weather extravaganza.

Getting started

Use a large piece of card to cut out the shape of an existing country, or paint a make-believe map. Then draw your weather symbols and write the text for the forecast.

"Rain will be coming in from the East, along with a large number of tornados."

Helping hand

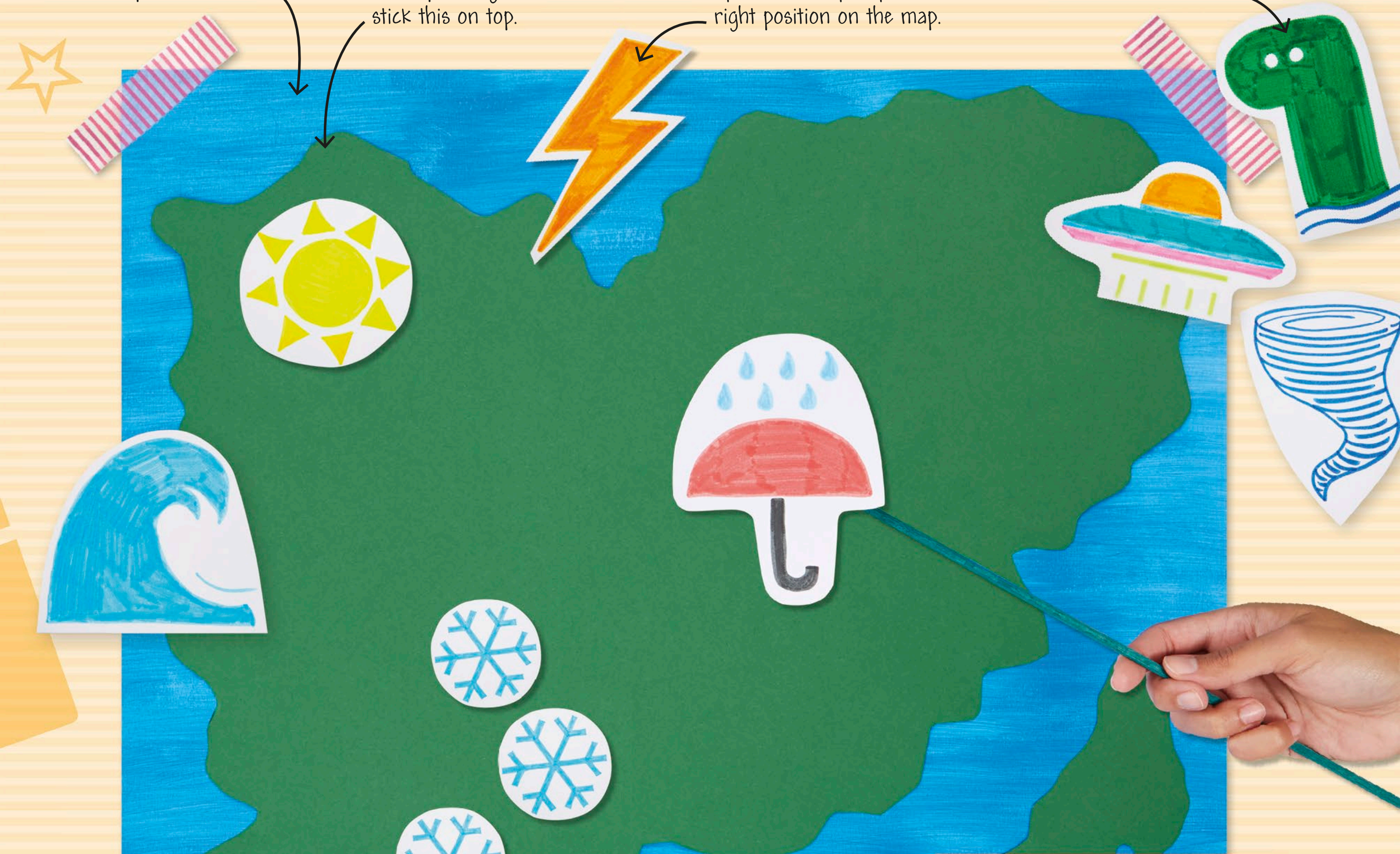
A prompt card is helpful as it allows the person being filmed to read the lines if he or she gets stuck.

If your card is already blue, this will be great to represent the sea.

For the land area, you can paint onto the blue card or use separate green card and stick this on top.

Add a little bit of sticky tack to the back of each symbol so they stay in the right position on the map.

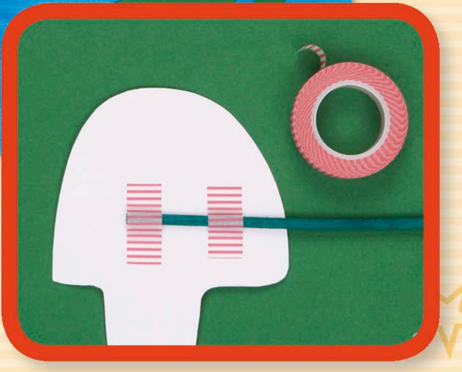
You can make your weather report extra-creative by including tornados, sea monsters, and UFOs.



Make a few copies of each symbol for when the weather is the same.

Finished product

Once your weather map is complete, use sticky tack to fasten it to a wall. Ask your presenter to use hand movements or dowel sticks to point to the symbols. This makes the weather forecast more exciting and dynamic.



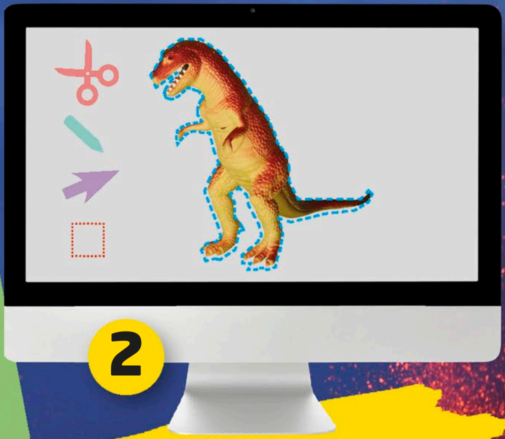
Tape some of the weather symbols to dowel sticks. Then the presenter can move the symbols around so that they are not stuck in one place during the forecast.

Go green-screen crazy!

Green-screen filming is an amazing way to create an epic video. It lets you put exciting, impossible backgrounds behind people or objects. You can try green-screen filming on your kitchen table with a bit of green card, a few lights, and models or toys – like dinosaurs.

How does it work?

Filming something in front of a bright-green background lets you easily cut out the object and then replace the green area with any background you like.

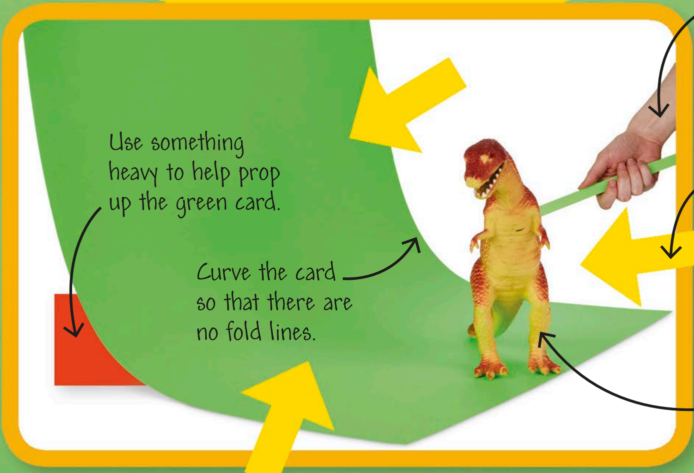


2

Editing
Use the green-screen tool in your software to remove the green background. Follow the instructions closely or watch an online tutorial for extra tips.

1

Moving your dinosaur
Attach a strip of green cardboard to your dinosaur so you can move it around. The strip of card can be cut out later.



Use something heavy to help prop up the green card.

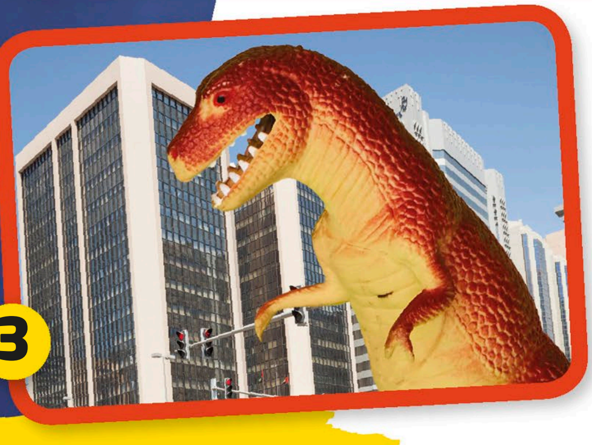
Curve the card so that there are no fold lines.

Keep your hand out of the shot.

Light the object and card from a few directions to avoid any dark areas.

To avoid shadows, move the object away from the card.

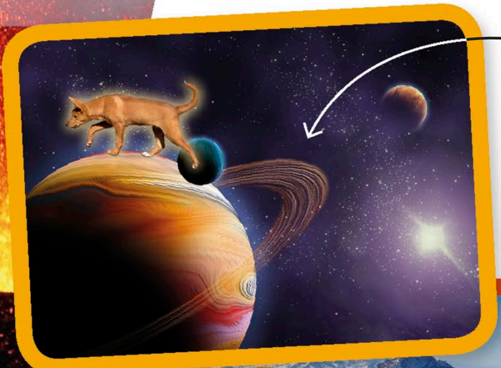
3



Adding in backgrounds
Choose a background to add behind your cut-out. Your dinosaur could stand by a volcano, or terrify a city!

Lots of combinations

Create fun videos by experimenting with ideas and adding different backgrounds.



Try sending your pet on a space adventure!

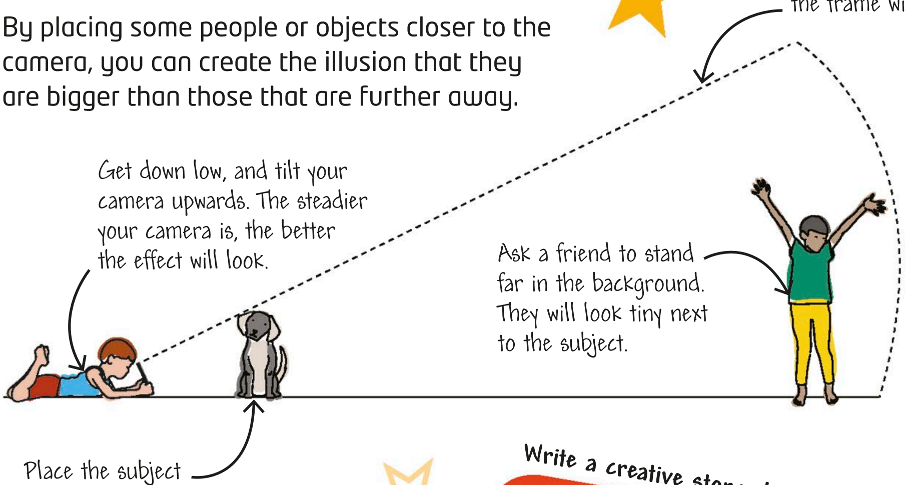
This pilot is flying without a plane.

Make your own monster

Play with camera angles to change how big people, pets, and props look in your video. Here, you'll see how to make it seem as though your prop is gigantic – or, have the people shrunk?

How it works

By placing some people or objects closer to the camera, you can create the illusion that they are bigger than those that are further away.



This line shows where the top of the frame will be.

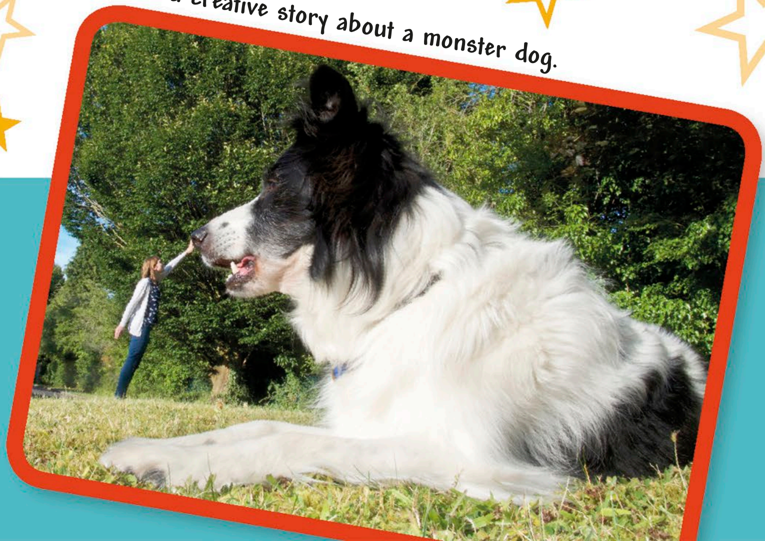
Get down low, and tilt your camera upwards. The steadier your camera is, the better the effect will look.

Ask a friend to stand far in the background. They will look tiny next to the subject.

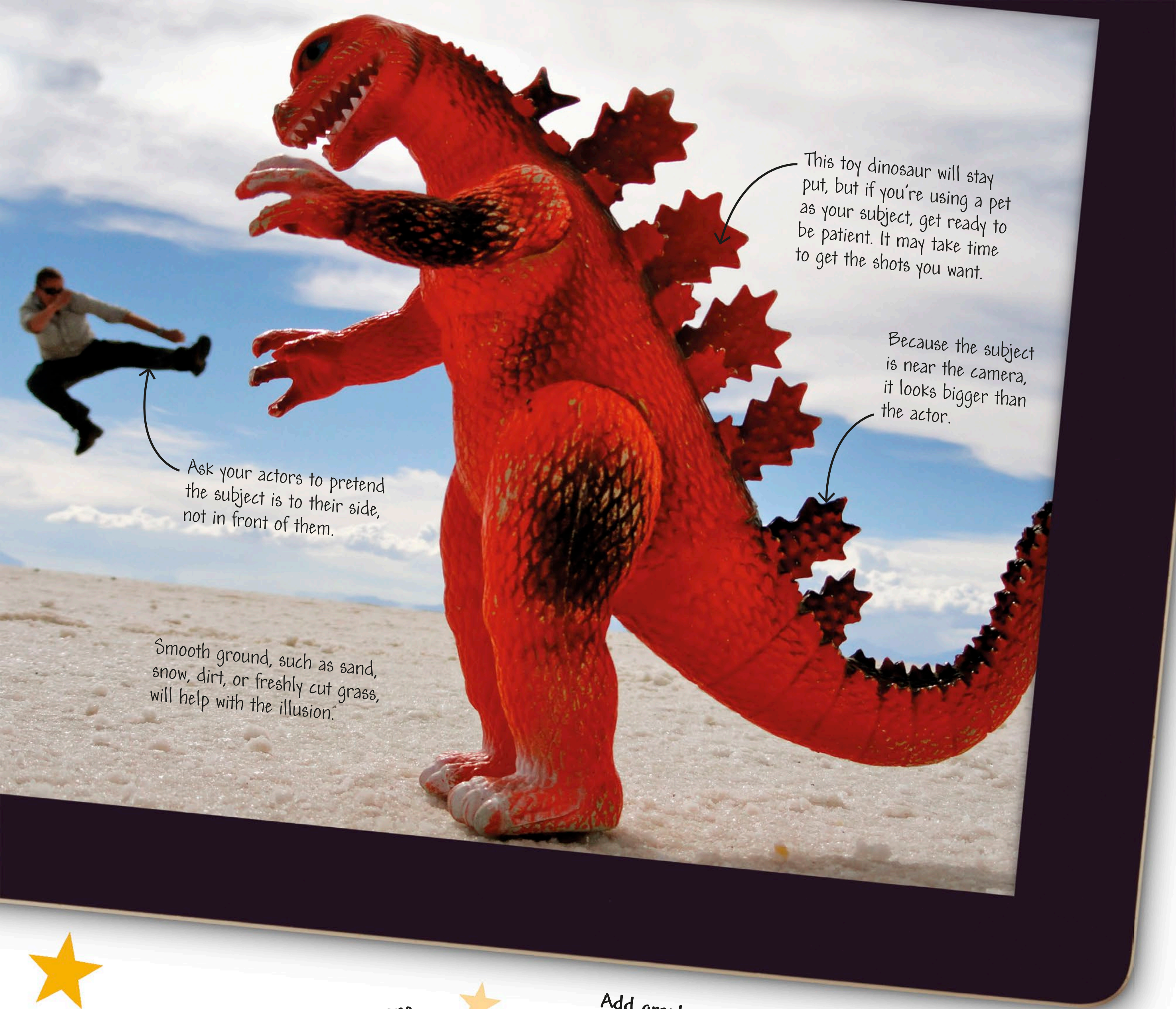
Place the subject near the camera, so that it fills about half of the frame.

Get creative!

Once you've mastered tricky camera angles, you can use them in all sorts of videos. Check out these awesome ideas. Can you come up with some new ones?



Write a creative story about a monster dog.



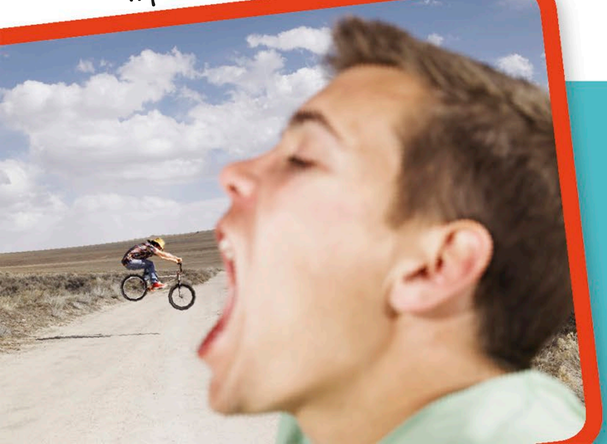
This toy dinosaur will stay put, but if you're using a pet as your subject, get ready to be patient. It may take time to get the shots you want.

Because the subject is near the camera, it looks bigger than the actor.

Ask your actors to pretend the subject is to their side, not in front of them.

Smooth ground, such as sand, snow, dirt, or freshly cut grass, will help with the illusion.

Try this technique for an action scene.



Add graphics (page 66) in post-production.

Capture the perfect pet video

Funny animal videos crack us up, but only when they're of good quality. You can't laugh at a dog playing the piano if the video is too dark or out of focus. To make the perfect pet video, you need two things: a hilarious subject and key technical skills.

Film pets on the go (pages 14–15)

Find fun camera shots (pages 12–13)

Find the funny

Animals can be funny creatures, whether they're chasing their tails or making silly sounds. Keep your eyes and ears open for video subjects, or help things along with funny situations, props, or costumes.

Planning ahead?

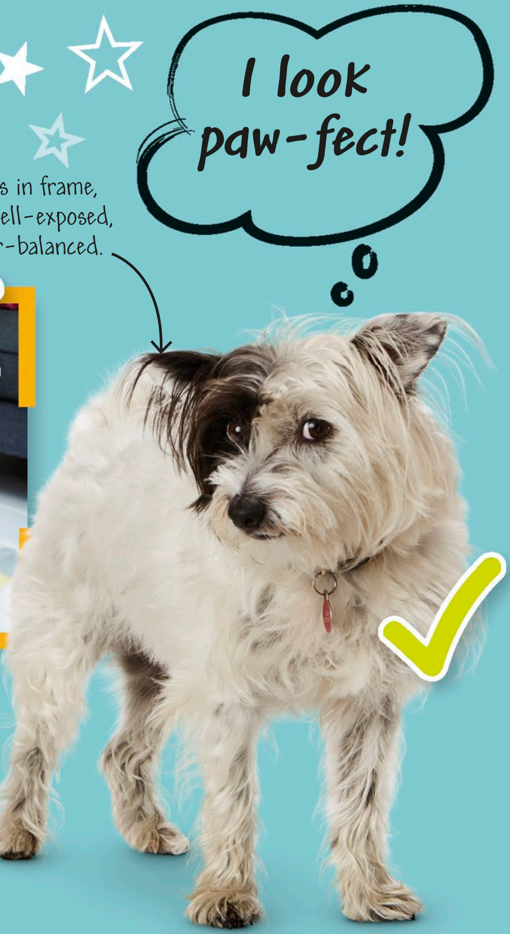
Unless your pet is really well-trained, storyboarding isn't going to help much! Instead, observe your pet in advance, then be patient and ready to capture the action when it happens.

Get the light right on an outdoor shoot (pages 20–21)

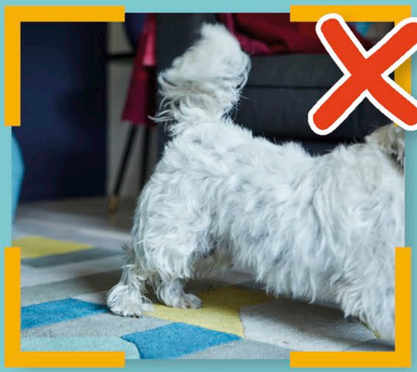
Light up funny indoor antics (pages 18–19)

Check for quality

Once you finish recording, play back the shot on your camera. It's good to check the first few shots in case you have forgotten to set up something correctly. Here are a few things that can result in a disappointing shot.

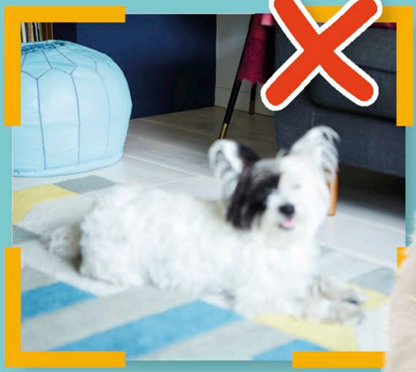


This shot is in frame, in focus, well-exposed, and colour-balanced.



Out of frame

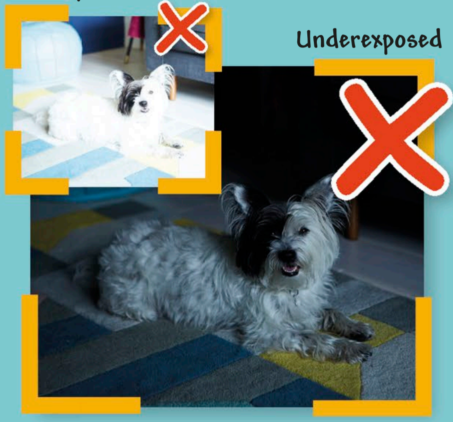
If your subject is moving around a lot, it may disappear out of the side of the shot. Hold the camera steady, and follow your subject as best you can.



Out of focus

The closer you are to a subject that is moving, the easier it is for it to go out of focus. It helps to stand back and zoom in instead.

Go glam with props and costumes (pages 36–37)

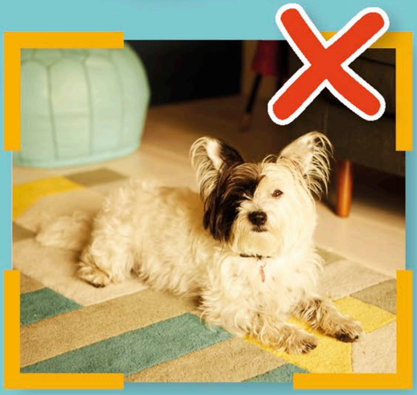


Overexposed

Underexposed

Bad exposure

Exposure means how much light is going into the camera. Try manually setting the exposure instead of setting it to auto. It takes practice, but offers more control.



Weird colours

On many cameras and devices, the colour setting is set to "auto". If the image is too blue or orange, you can change it manually by exploring the different colour options.

Set your props in motion

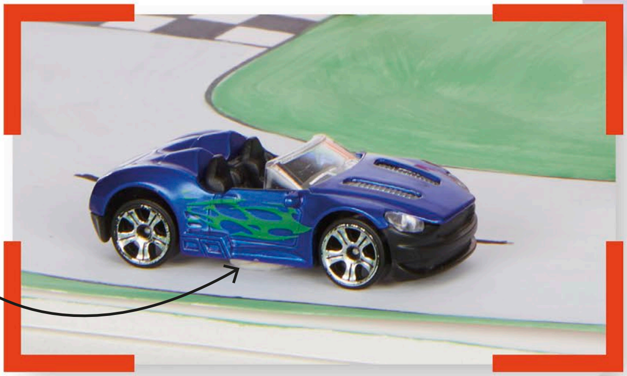
Bring objects to life that wouldn't move on their own through stop-motion magic. Take a series of still images one after the other, changing the position of your objects a bit between each shot. When you import the images into your computer and play them all in a row, the objects will appear to move!

Find the best angles

Position the camera at dynamic angles around the set to make the video exciting. See pages 14–15 for camera-angle ideas.

Ready, steady, go!

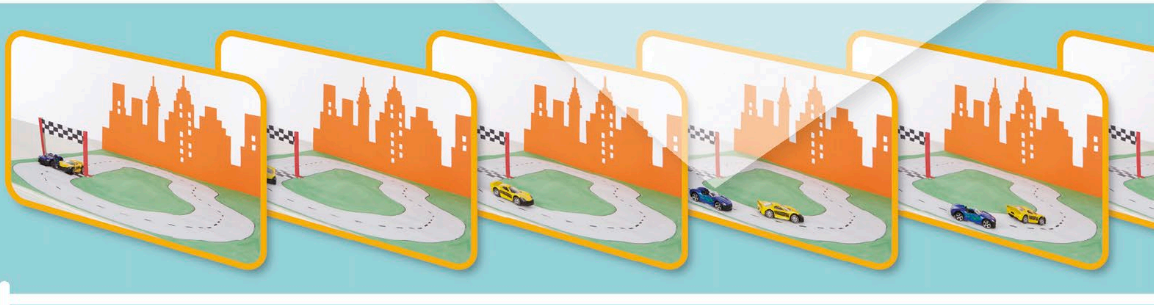
Film a stop-motion race between two toy cars. First, draw and paint your own racetrack. Make the dashed lines down the middle of the track at equal distances. Choose which car you want to win, and make that car advance three lines ahead for each shot. Move the losing car two lines ahead each shot.



A bit of sticky tack will stop your car from rolling away.

Frame rate

A video's frame rate is the number of images that play for every one second of film. This shows a frame rate of 12, which is the most common frame rate for animation.



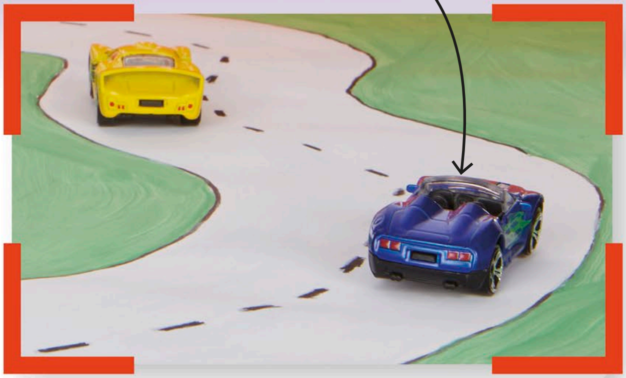
Imagine that

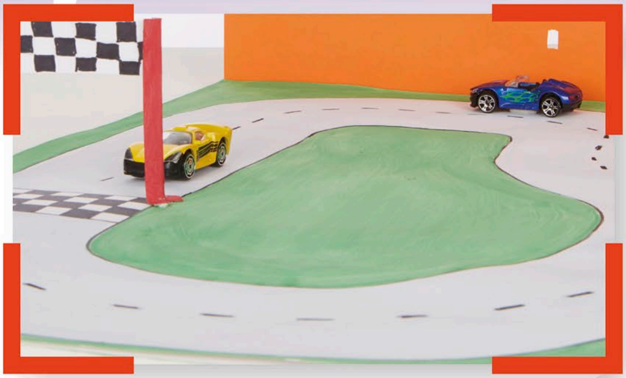
Stop-motion is perfect for making the impossible seem possible. With some sticky tack, for example, you could make your toy car race up a wall. Can you imagine other tricks you could make the car do?

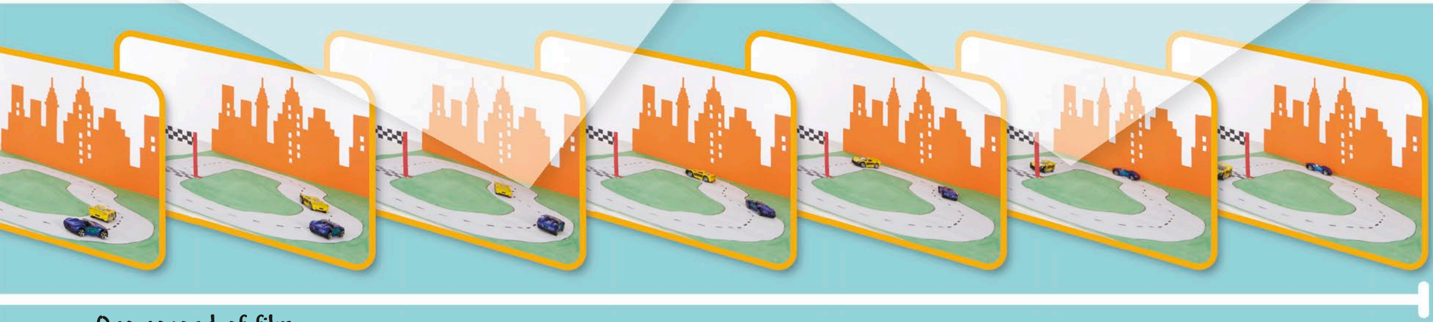
STAR TIPS

- Stop-motion can take a while to film, but it's worth being patient as the results are magical.
- Turn off the auto focus and set the focus manually to help the camera focus before each shot.
- By varying the distance the car moves between frames, you can make it appear faster or slower.
- Lots of images are needed to make even four or five seconds of footage. Import all the images and choose the "12-frames-a-second" option in your software when creating your video clip.

Don't move your cars too much between shots, or the race will end too quickly.







One second of film

Think outside the box

What's in the box? Reveal and review exciting new items in an "unboxing" video. This type of video may seem simple enough at first, but if you really want to engage your viewers, there are some important things you need to know.

THINK ABOUT...

- ✓ Sound. Use a quiet room and, if you have one, an external microphone.
- ✓ Light. Set up extra lights or a reflector (page 21) if you need to.
- ✓ Energy. Great unboxing videos are lively and fun.

Clothing, jewellery, and make-up are fun items to show and review.

New tech products make for exciting unboxing subjects.

Pick your passion

You already know what subjects or items you're most passionate about. Choose your favourite topic, and go from there.

Tricks of the trade

All unboxing videos are different, depending on the subject and the reviewer's personality. There are a few tricks that most great ones share. Think of these steps as suggestions rather than rules.

1

DK
ULTIMATE
ROCKET
KIT

Tell your audience what you are going to review. Make sure the shot is close enough to get a good view of it.

2

Demonstrate any features it has, and show it from all sides – including the inside, if that's important.

3

Show off all the pieces one by one. You might unbox the item on a table to stop all the bits from getting lost.

4

Display everything clearly in front of you before moving on to assemble and review the product.

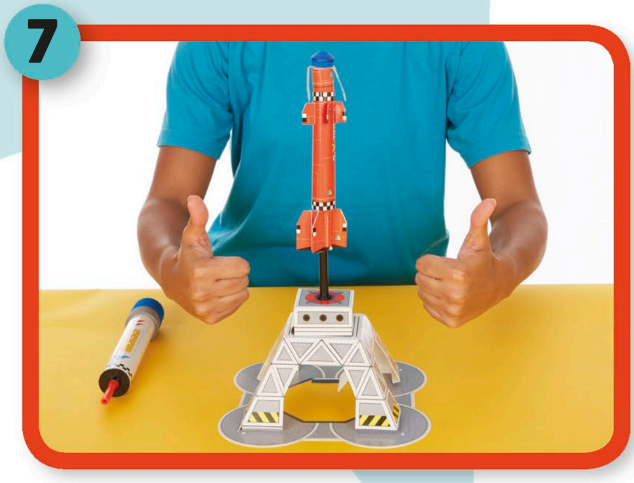
5

Explain each step if the item requires assembly, but don't let your review go on too long. Keep it short and fun.

6

Use close-up shots to show off steps or items that are particularly tricky, detailed, or interesting.

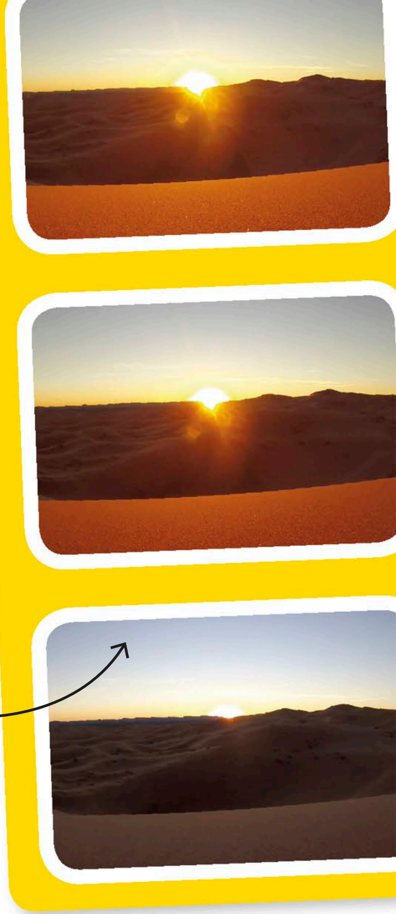
7



Say what you like or don't like about the product at the end of the video, and give viewers a good look at it. Don't forget to let your personality shine through!

Make a video using time-lapse

Time-lapse videos create a sense of fantastic motion by speeding up the passing of time. It is a fun technique used to make events look like they're happening faster, or for speeding up a long piece of footage to fit in a short amount of time.

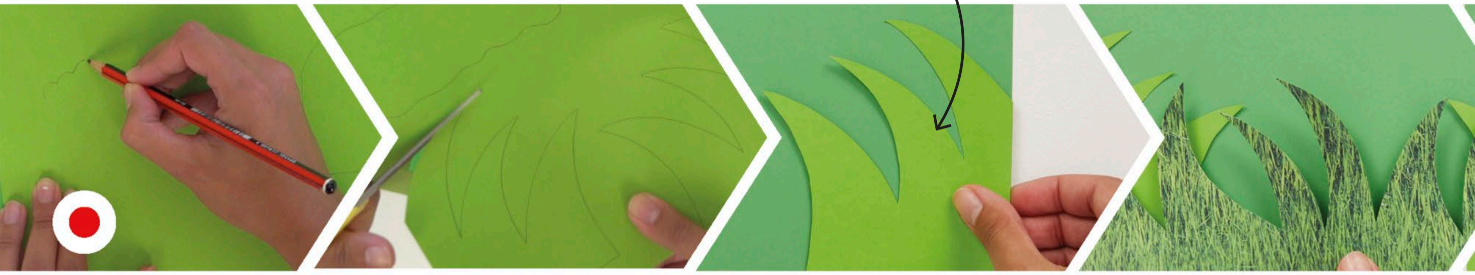


Sunrises and sunsets are very popular subjects for time-lapse videos.

Film an art project

Set up your camera or your phone to record while you create a piece of art, such as an art collage. When you are finished, you can speed up the footage using your edit software.

Film every step of the project if you want your viewers to be able to recreate it.

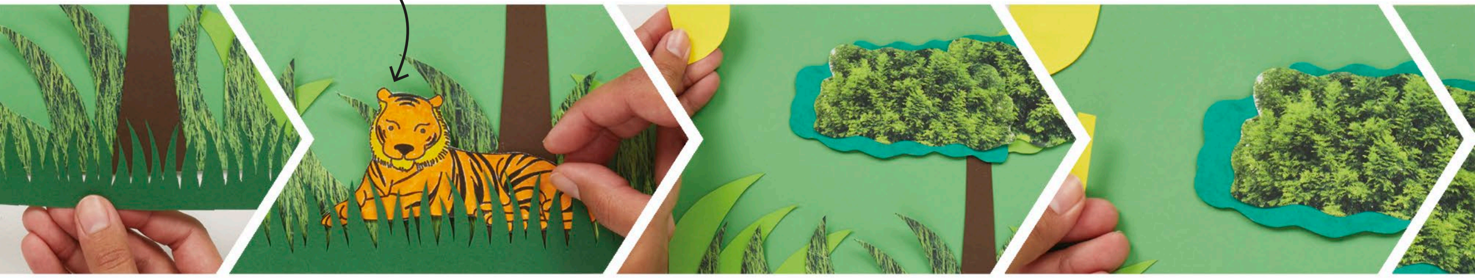


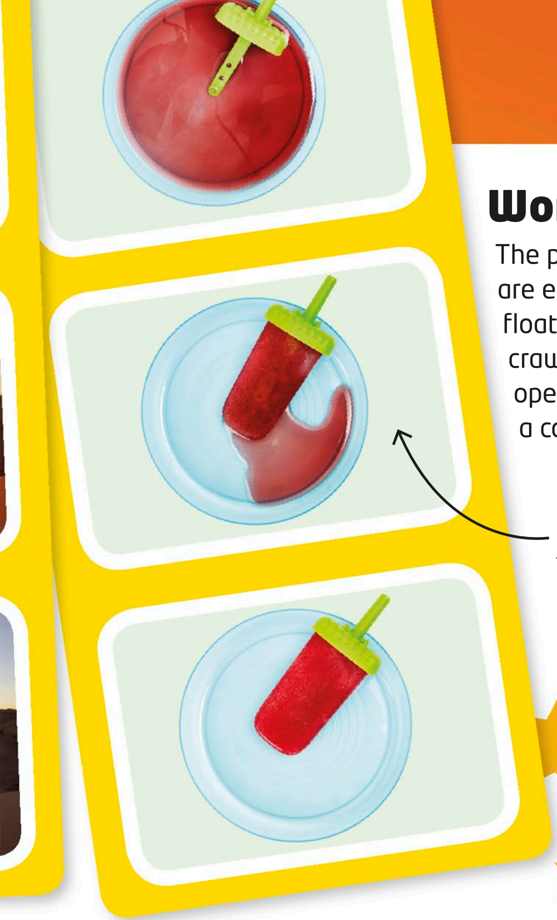
Before time-lapse: 20 minutes

After time-lapse: 20 seconds

Change the zoom or the position of the camera to get a different view of the action.

Time-lapse projects can take hours, even days, to film, but the finished video will be much shorter.





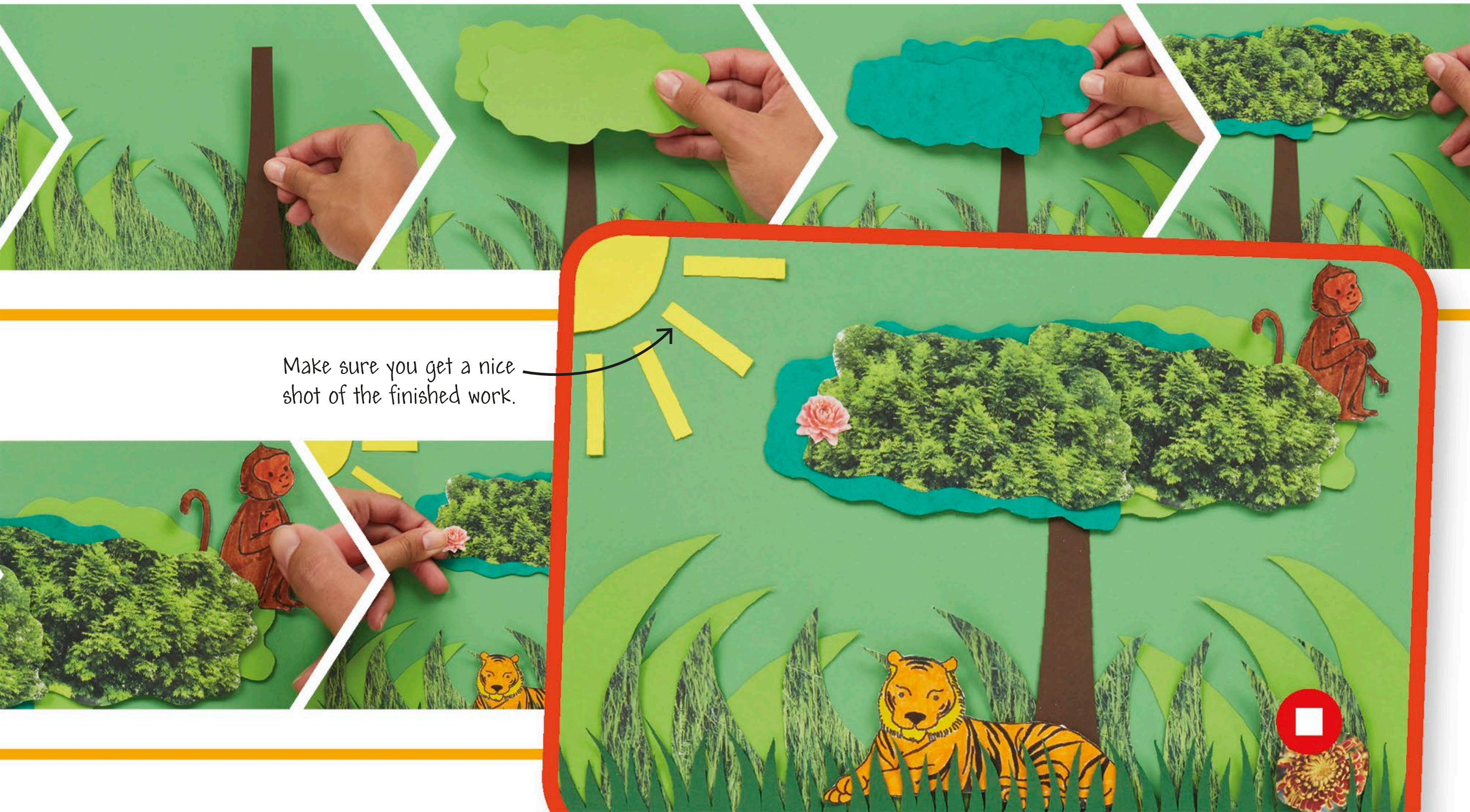
Imagine how awesome footage of this melting ice lolly would look sped up, or played in reverse!

World of ideas

The possibilities for time-lapse are endless. Try filming clouds floating across the sky, a snail crawling up a wall, a flower opening before your eyes, or a cool science experiment.

STAR TIPS

- Before you start filming, make sure there's plenty of space on your camera's memory card.
- Put your camera on a tripod or flat surface so it is steady throughout filming.
- If your camera can only record for limited periods, use this as a chance to change angles and start recording again.
- Add some lively music to give your time-lapse video energy.



Make sure you get a nice shot of the finished work.

Shoot with a drone

A drone is a flying machine that you can control with a remote. Some drones have cameras attached, allowing you to get overhead views that are difficult to capture any other way. Use a drone to shoot a whole video from above, or for a few overhead shots for a bigger project.

Drones come in many sizes. Start out with a small, lightweight one.

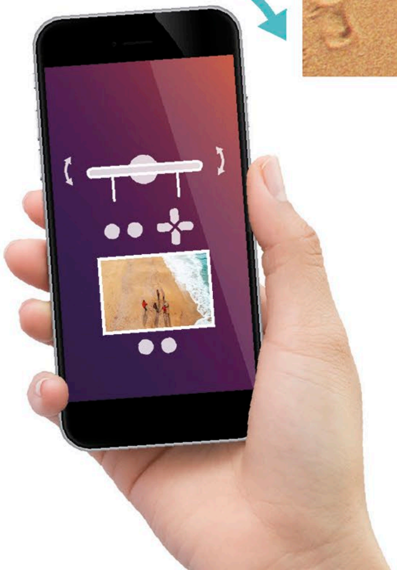
The camera sits on the underside of the drone. It films while the drone flies.

Surf's up!

A beach is a great place to practise flying, as long as it is not crowded and droning is allowed. This drone shot for a surfing video establishes the scene and gives an idea of what action is to come.

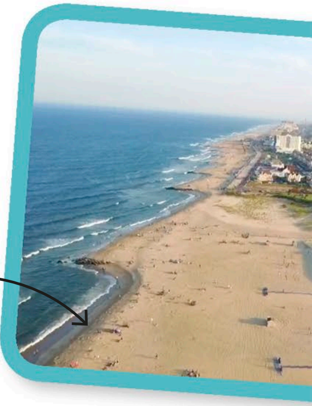
Controlling the drone

A drone with a camera attached has four propellers that allow it to fly around. You can steer it with your phone while it films. The video will be recorded to a memory card in the drone, or directly to your phone.

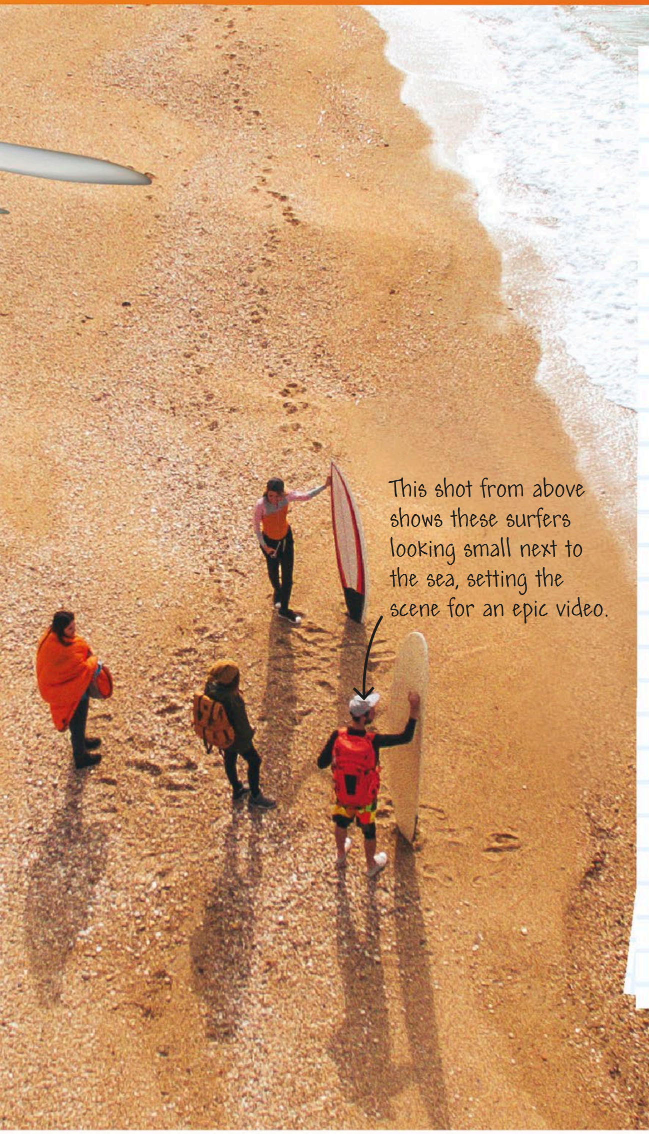


View from above

Drones are ideal for filming big events, showing off scenery, and getting a unique angle on life. Filmmakers have found creative ways to use drones.



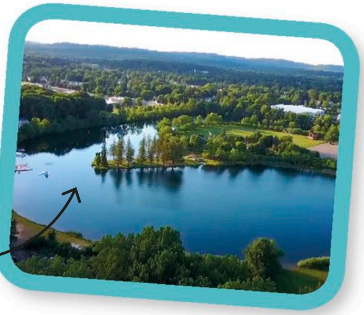
Fly high above a beach or park for a cool opening to your video.



This shot from above shows these surfers looking small next to the sea, setting the scene for an epic video.

✓ Do	✗ Don't
Do know the rules in your area so you can fly safely and legally. You'll need permission to fly a drone in some places, such as in city centres.	Don't buy a drone without researching the different models first. Some may suit your needs better than others.
Do practise flying the drone before the day of the shoot.	Don't fly too close to the ground or to your actors' heads.
Do tell the actors whether you want them to look at the drone, or pretend it isn't there.	Don't fly too close to animals. They may get scared (or your drone could become your dog's newest chew toy!).
Once you get used to using a drone, do try out all of the different moves and take lots of exciting shots.	Don't fly a drone on a very windy day. This is dangerous, and it will be difficult to get a stable shot.

Use your drone to get a new angle on a sports event.



Check out your local area from the sky.

It's all about the bloopers

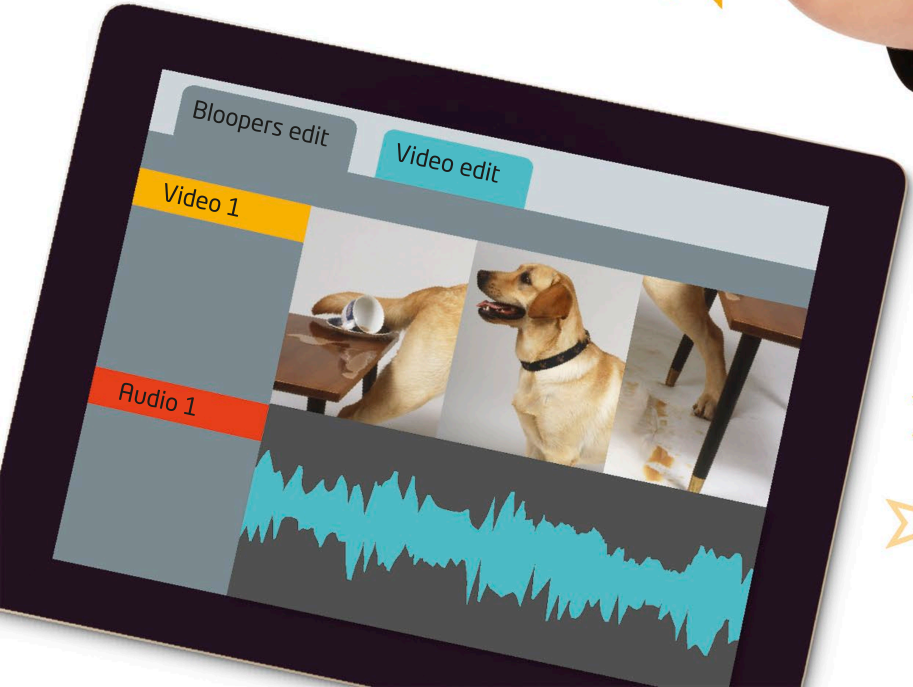
Many mistakes can happen when you are making a video. Actors forget their lines, props break, and sets fall down. Sometimes these problems are very funny! Funny video mistakes are known as bloopers. Many directors choose to include a short blooper section at the end of a film.

STAR TIPS

- You can use any mistakes you make in a whole new funny video.
- Your bloopers can show more than actors – dropped cameras and filming mistakes can be funny, too.

Your bloopers

When you start editing your video, create a new sequence and call it "Bloopers edit". Whenever you see a mistake or something unplanned, add it to your bloopers project.



Things to watch out for

All sorts of mistakes can be funny. Here are some things to look out for that could make good entries on your bloopers video.

Watch out for any pets stealing your props!

Sometimes a joke or mistake can make the whole cast start laughing.

Watch out for actors being silly – some props are too much fun not to play with!

A slip or fall can add an unplanned funny moment to your video.

Your actors will have a lot of lines to remember. It can be funny if they forget them or get their words muddled.

Editing and sharing

It's now time to add the finishing touches to your video, so it is ready to share with others. This is called the edit. You might want to add sound and graphics to your video, or use special effects to make it look more professional. Just before you upload the video, create a trailer to get everyone excited about your masterpiece!

Turn to **page 69** to find out how to **sync music** to your videos.

Flip forward to **pages 72–73** to find out how to **export your video** into different-sized files you can share.

Learn how to add **text and graphics** on **pages 66–67**.

Starting your edit

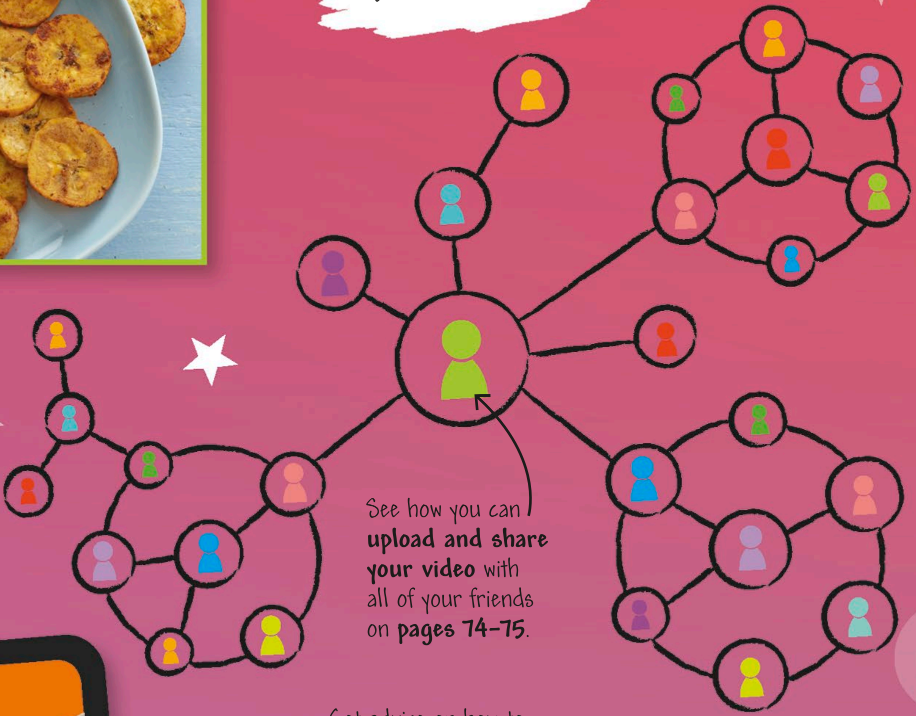
Follow these simple steps for your edit. The better your selection of footage, the more enjoyable your video will be to watch.

1 Install editing software onto your device. Open it up and import your footage into the "timeline", the creative area where you do your edit.

2 Put your footage in the correct order on the timeline. Cut down anything that is too long. If relevant, import sound files.

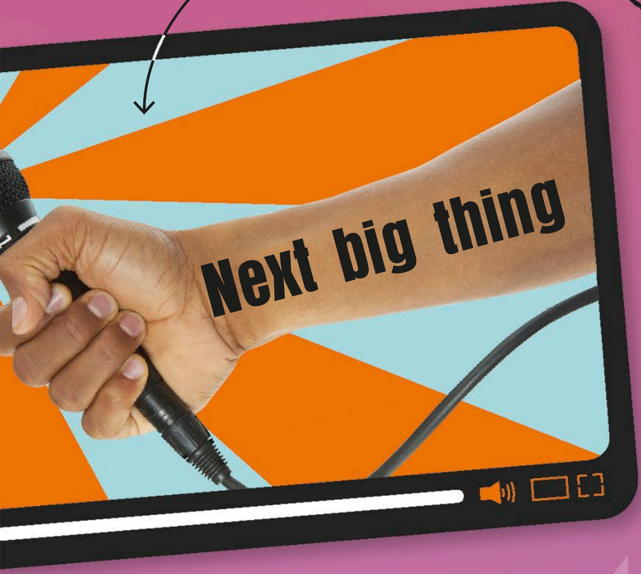
3 Play around with your timeline, adding text, graphics, transitions, or special effects. When you're happy with your video, export it.

Turn to **pages 70–71** to discover how to use **transitions** to move between scenes.

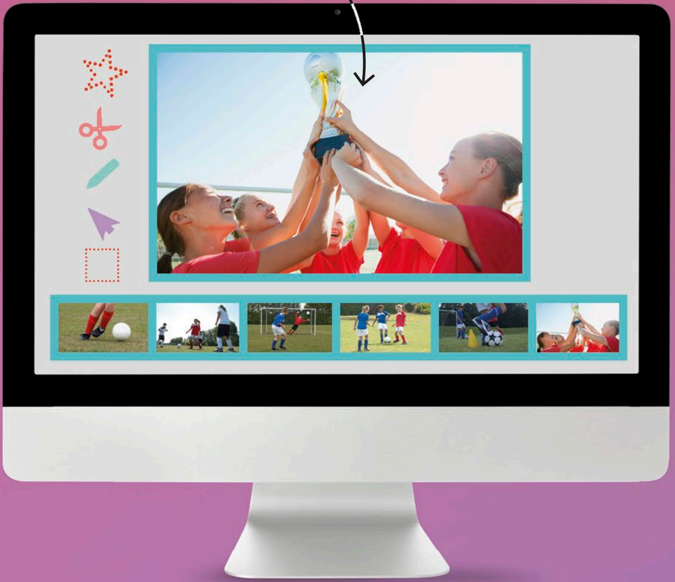


See how you can **upload and share your video** with all of your friends on **pages 74–75**.

Make your own **video opener** on **pages 76–77**.



Get advice on how to create an **awesome trailer** on **page 71**.



Find out how to insert **cool sounds** on **page 68**.

Adding text and graphics

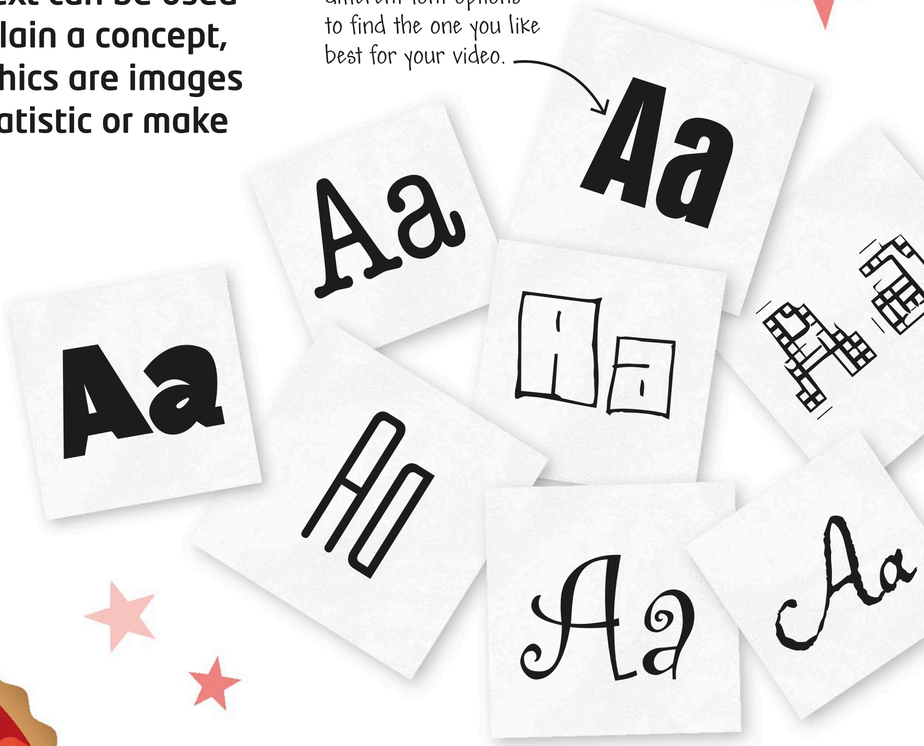
Text and graphics can add information and style to your video. Text can be used for the opening titles, to explain a concept, and for the end credits. Graphics are images that can help to present a statistic or make a video more exciting.

STAR TIPS

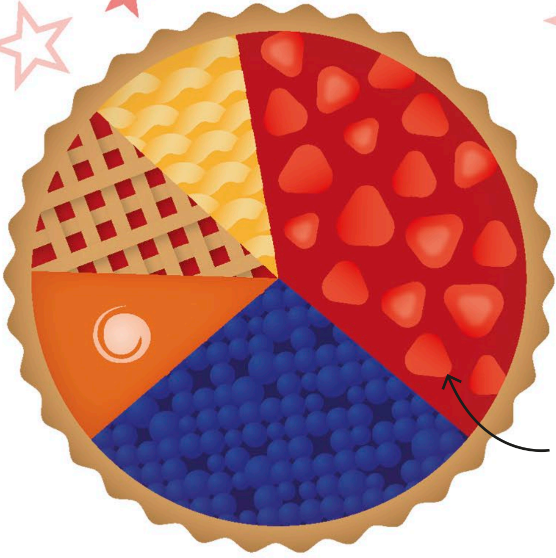
- Write a list of all the text and graphics you need to create.
- Watch the opening title and end credits of videos and films you like for inspiration.

What is a font?

When you use a computer to set text, you need to choose a font. A font is the style of letter you use. There are many fonts to choose from.



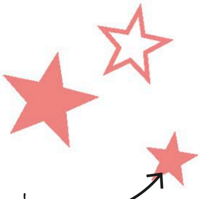
Look through the different font options to find the one you like best for your video.



This graphic shows people's favourite type of pie.

What are graphics?

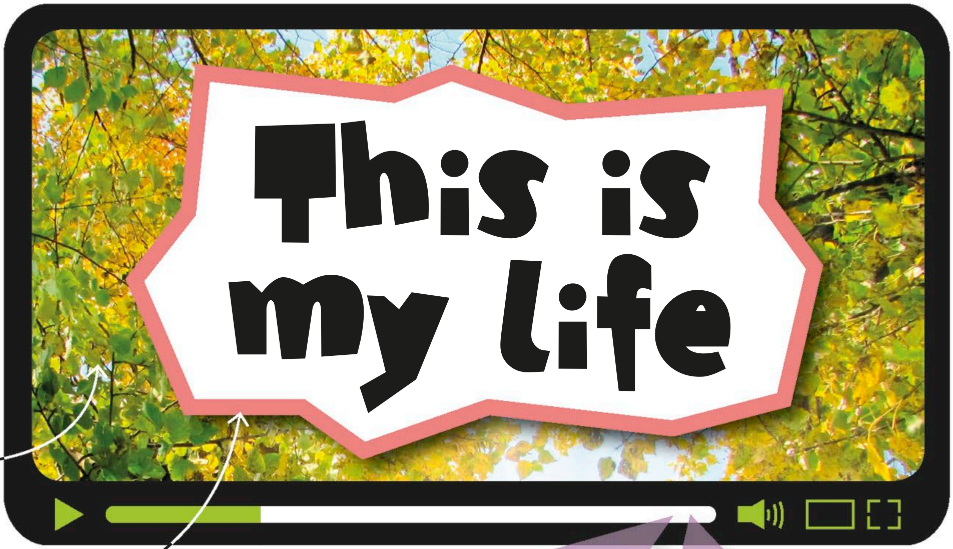
Graphics are visual images. They can be used to represent something, such as a statistic or fact, or as decoration to make a video look good.



A graphic as simple as a star can add visual interest to your video!

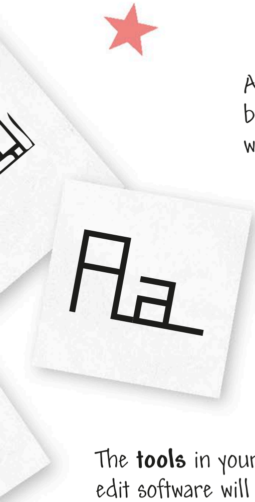
Start and end

Most videos use text for the opening title and end credits. Like all other parts of video-making, these need some creativity and imagination so they look interesting and match the theme of the video.

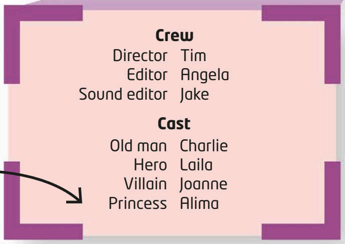


Set the **opening title** in a colour and font that you like for the video.

A simple graphic can sit behind text as long as the words are still easy to read.



List everyone who helped with the video in the **end credits**.

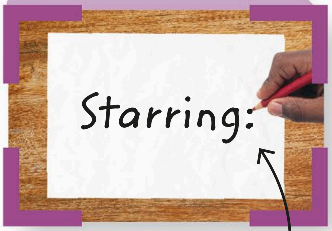


Crew

Director	Tim
Editor	Angela
Sound editor	Jake

Cast

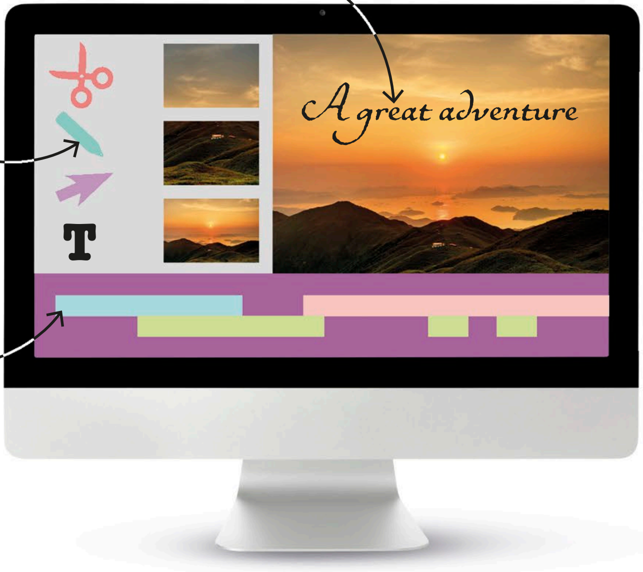
Old man	Charlie
Hero	Laila
Villain	Joanne
Princess	Alima



For a hand-made touch, film a piece of paper as you write the names on it. You can speed up the footage later.

You can check how the text looks in the **preview panel**.

The **tools** in your edit software will have options for size, colour, and position of your graphics and text.



Drag the graphics or text onto your **timeline** where they are needed in the video.

How to do it

Type the text you'd like to use, or create or add a graphic. Then use the software's tools to set how you want it to appear. Finally, add it to the edit where you want it to be in the video.

Adding sound

How your video sounds is just as critical as how your video looks. The sound doesn't need to be perfect when you film - you can add speech, effects, and music in your editing software. Thoughtfully adding audio to great footage can create a masterpiece.

STAR TIPS

- Make sure you have permission to use a piece of music. Most songs are protected by copyright.
- Use sound effects that come with your computer's software, or try making your own sounds (pages 16-17).

Editing process

Some things that go wrong during filming can be fixed as you edit, or put together, the footage. If the sound isn't loud enough or if you didn't say what you meant to say, you can add sound effects and voice-overs during editing.

A suspenseful creak or loud slam adds excitement to a door opening or closing.

Sound effects

Extra sounds can add drama to your video.

Voice-over

A voice-over is speech that explains what's going on in the footage. You can write this before you shoot so you know what you want to capture.

"After adding the eggs, stir until mixed..."

A voice-over explaining recipe instructions can be added to footage of baking.

Make sure you match up the voice-over with what's going on in the footage.

How to sync

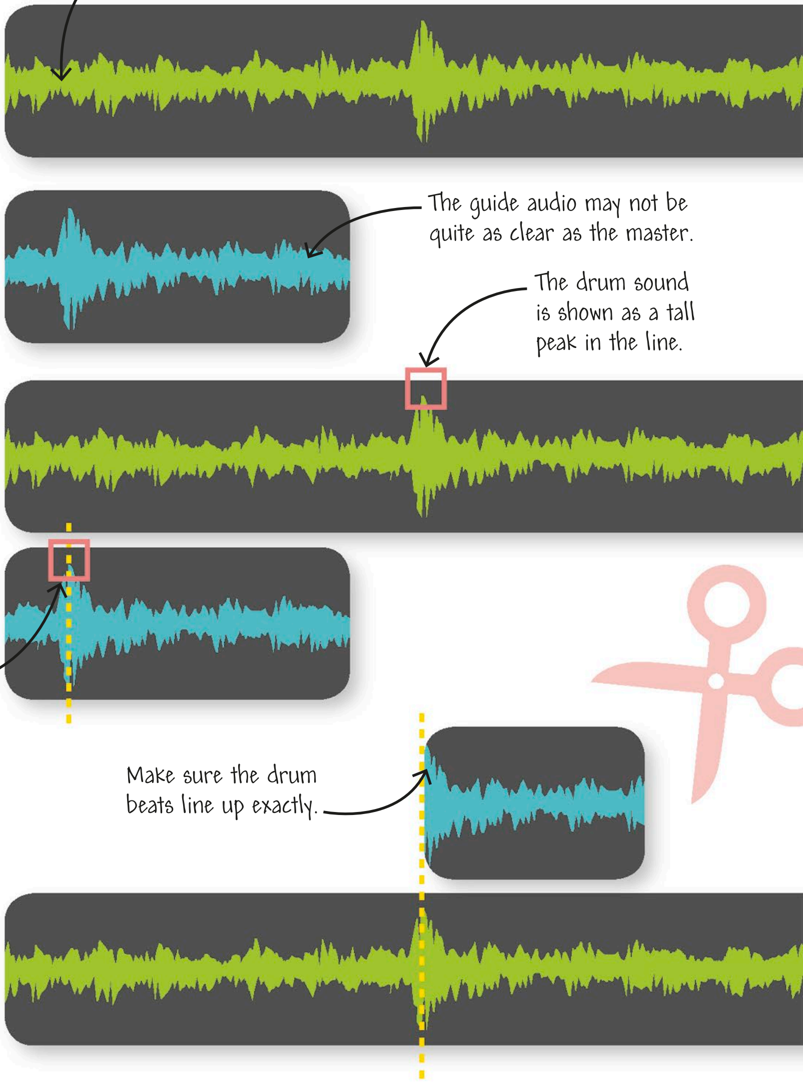
"Syncing" footage to audio, such as for a music video, takes practice. You have to align footage that contains guide audio, which is music played on set to keep the musicians in time, with your master audio track. Repeat these steps for each piece of footage you want to add.

1 Import the master audio track into your edit software.

2 Bring in the video footage, which has the guide audio.

3 Find a distinct sound in your guide audio, such as a drum beat. Then find the same beat in the master.

4 Put your video footage above the master, and mute the guide audio. You're all synced up!



The master audio track is a file recorded separately to the video, such as a piece of music or a song.

The guide audio may not be quite as clear as the master.

The drum sound is shown as a tall peak in the line.

Cut the footage where the drum is being hit.

Make sure the drum beats line up exactly.

Fun extras

Not all footage needs to be synced. Some clips, like these fireworks, can go anywhere you feel they look right or respond well to the music.

Transitioning scenes

Transitions let you move from one shot to another in different ways. The transition you choose can suggest that time has passed, the location has changed, or an event is about to begin or end. In this way, transitions are powerful storytelling tools.

Types of transitions

There are many transitions you can use to change from one shot to the next. It's up to you to decide which feels right between scenes. Here are the four most often used.

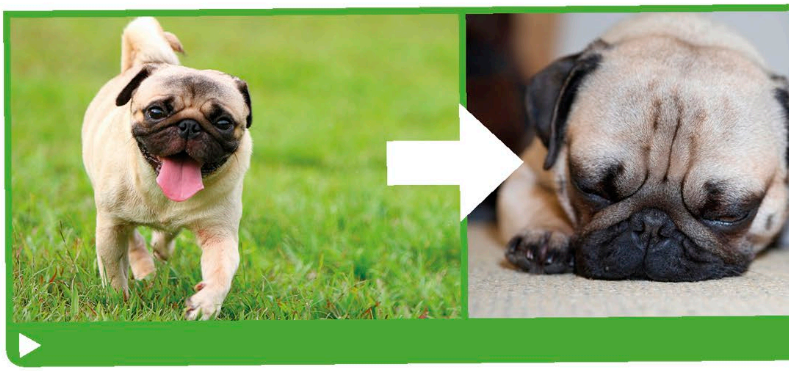
Adding transitions

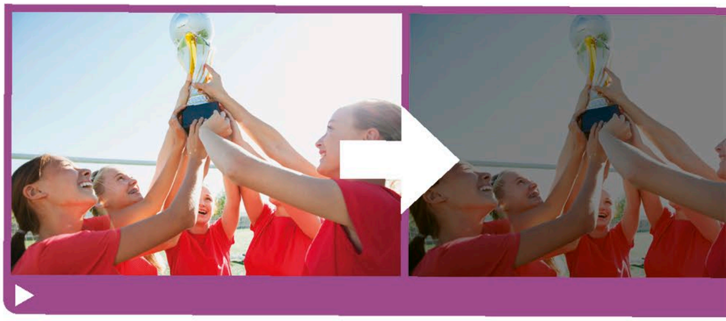
Deciding which transition works best between two shots can be tricky, but actually adding them to your project is easy. Follow these steps each time you want to add a transition.

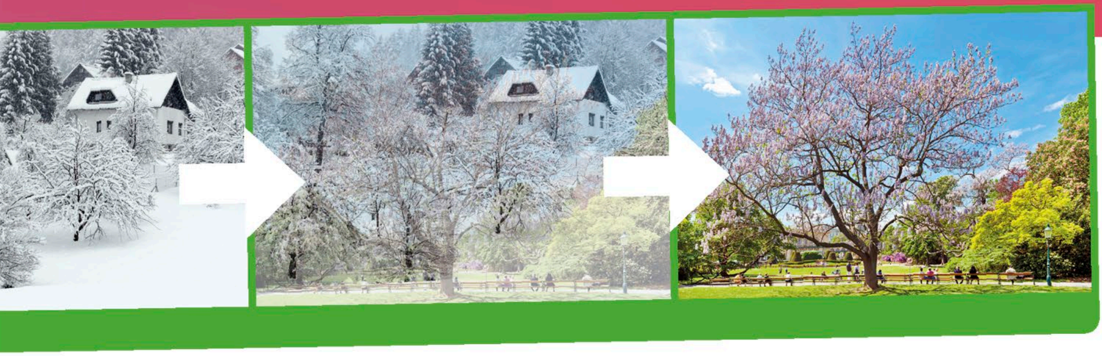
1 Your edit software will have transitions ready for you to use. Find where they are, and choose one you like.

2 Select the shot that you want to add the transition to. If you're trying a cross-fade or wipe, select two shots next to each other.

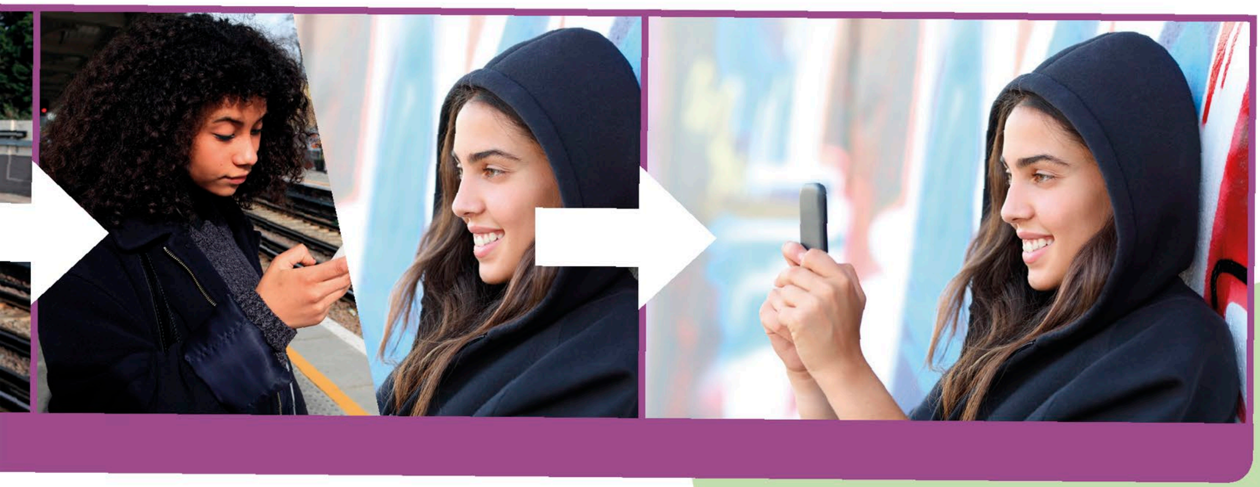
3 Apply the transition to your shot, and press play to see what it looks like. Repeat these steps until you're happy with how the transition works.



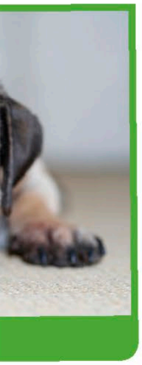




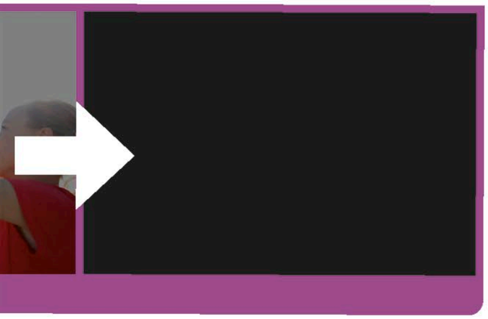
Cross-fade
A cross-fade is when one shot appears on top of another to replace it. This transition helps to suggest that time has passed.



Wipe
There are lots of animated wipes, from straight lines to complex shapes. They "wipe" one shot out to reveal another. Look online for wipe examples to get inspiration.



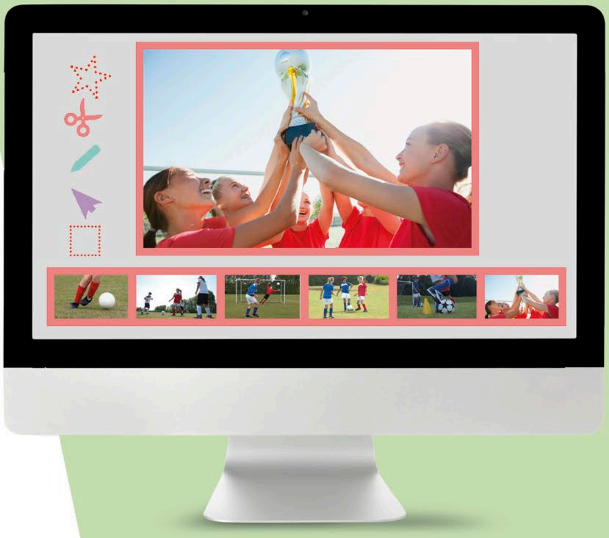
Straight cut
A straight cut, the simplest transition, is when one shot ends and the next just starts.



Fade in or out
Fading in or out from black can be dramatic. It's often used to suggest something is starting or has come to an end.

Make a movie trailer

A trailer is a mini-advert for a movie, and making one is a great way to practise using transitions. Select some of the best shots from your movie, then add transitions to make it exciting.



Exporting
your video

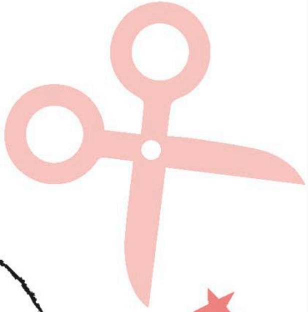
Exporting changes your video from the type of file your computer uses to a type of file that you can share. It takes only a few clicks, but there are some things you should keep in mind as you do it: what screen size will your video be watched on, and do you want it in high or low quality?

STAR TIPS

- Before you export your video, give it a final check to make sure you're happy with it.
- You could also get a friend to watch your video to make sure you haven't missed any errors.

How to export

Click "export" in your editing software to export your video. You will see various options when you click export – here are some tips to help you as you make your choices.



Think about what size of screen you want to watch your video on, and choose a frame size to match.

When saving your video to your computer, give it the same name as the video title, and save it somewhere easy to find.

If you have audio with your video, remember to export it along with the video or you will end up with a silent movie.

If you want to share your video on the Internet, take a look at the recommended export settings of the website.

Frame size

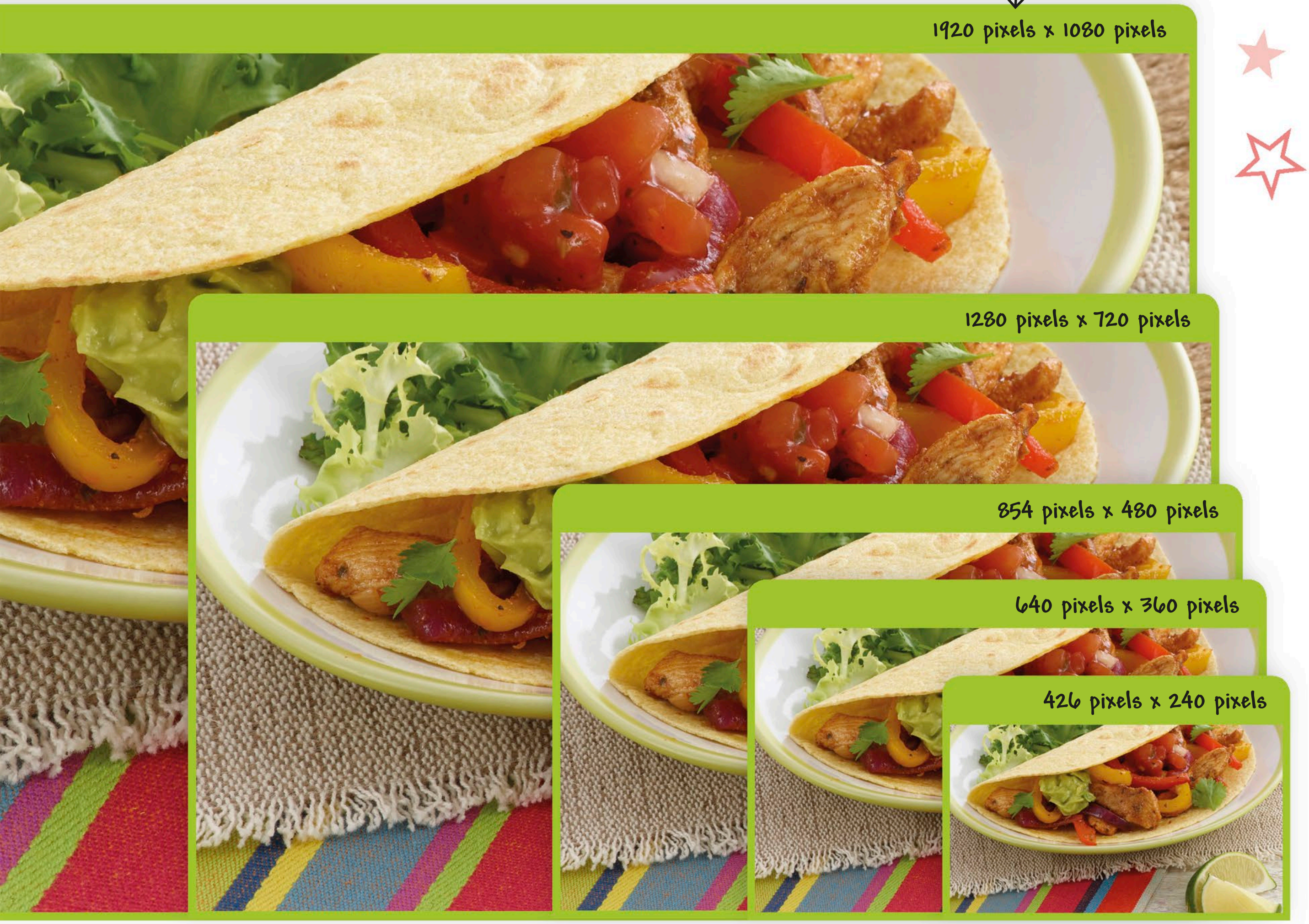
Frame size tells you the width and height of your video, measured in "pixels". Choose a big frame size if you want to watch your video on a big screen, or a small frame size for a small screen.

Picture quality

You can choose to export your video at low, medium, or high quality. The higher quality you choose, the better the images will look. However, high quality videos take longer for your computer to make and share.

It can be hard to see what's happening on a very low-quality video.

There are five different common frame sizes.


1920 pixels x 1080 pixels
1280 pixels x 720 pixels
854 pixels x 480 pixels
640 pixels x 360 pixels
426 pixels x 240 pixels

Uploading and sharing

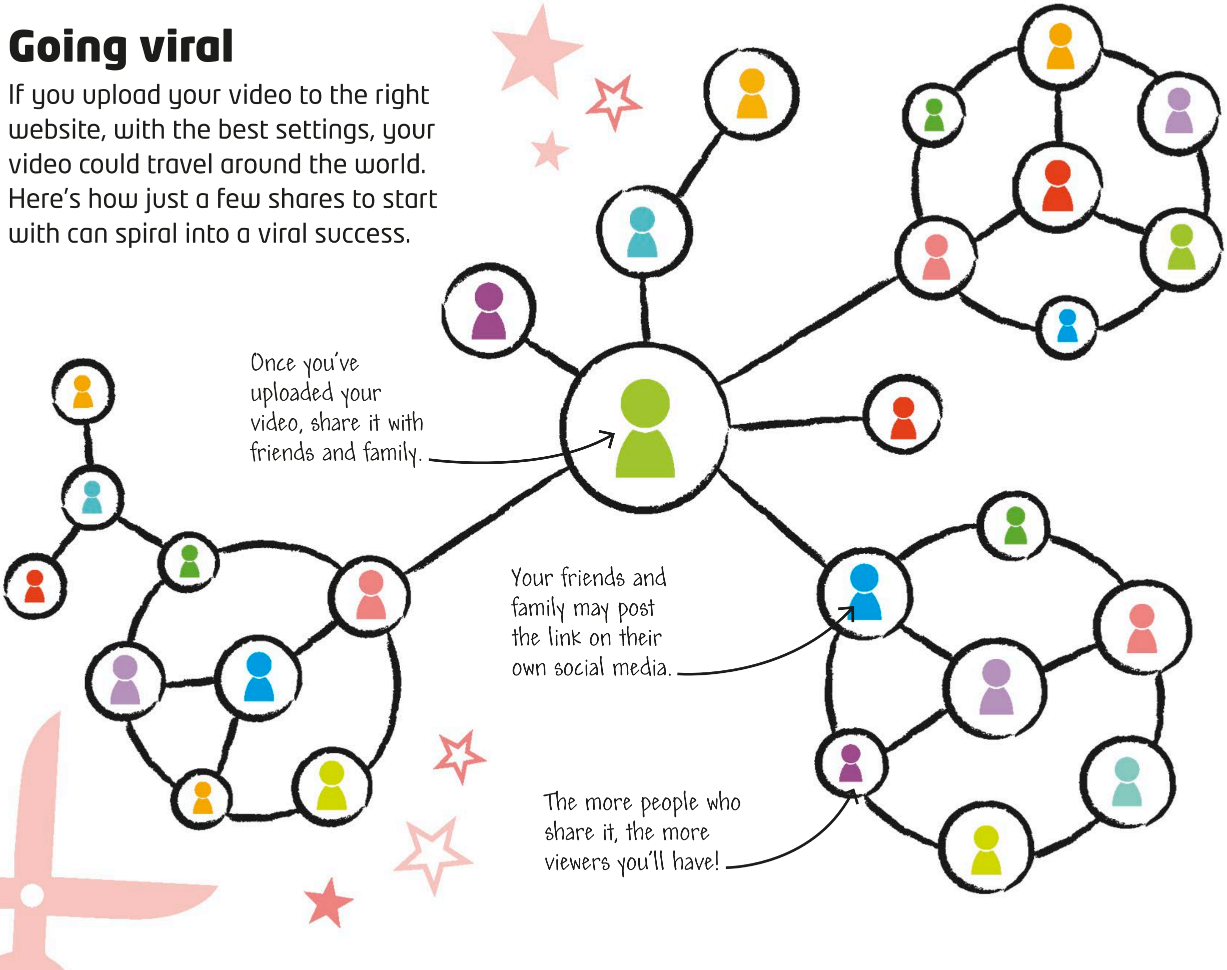
Once you have finished your video, you can share it with others. There are many places you can get your work seen, from local film festivals to school assemblies. Your biggest audience will be online, so you may want to upload your video to the Internet.

✓ Online safety

- Always get your parents' permission to put your video online before you upload it.
- Use safe search engines.
- Only chat to people you know on forums.
- Think about where you're sharing your video and how public the website is. You can adjust the privacy settings on your video if you like.

Going viral

If you upload your video to the right website, with the best settings, your video could travel around the world. Here's how just a few shares to start with can spiral into a viral success.



Once you've uploaded your video, share it with friends and family.

Your friends and family may post the link on their own social media.

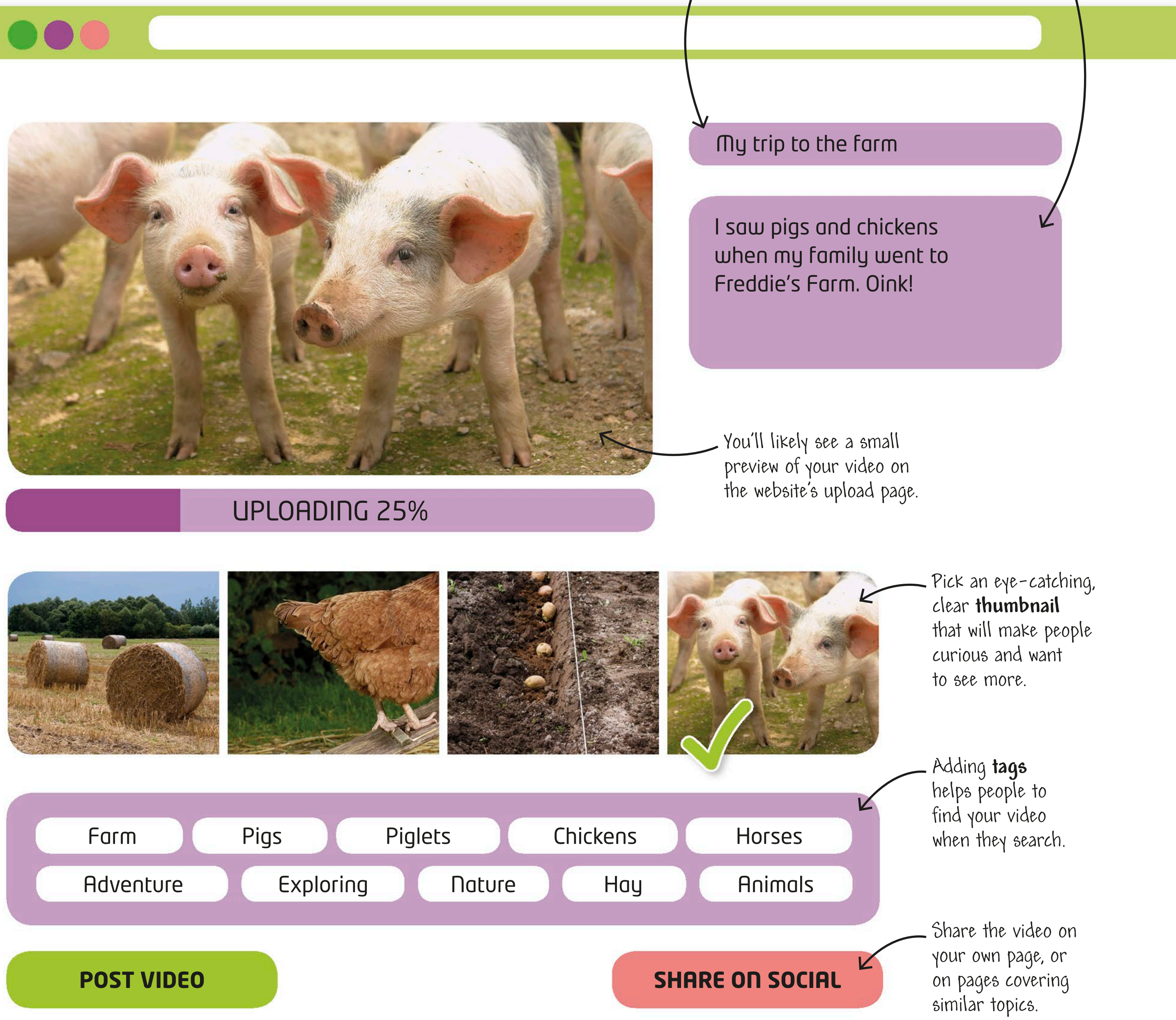
The more people who share it, the more viewers you'll have!

Uploading your video

The most popular video-sharing websites are visited by millions of people – but they have to be able to find your video in order to watch it. The information you upload along with your video will help it be found.

The **title** is the most important bit! Make it clear and concise.

A short **description** will give people a quick idea of what your video is about.



My trip to the farm

I saw pigs and chickens when my family went to Freddie's Farm. Oink!

UPLOADING 25%

Farm
Pigs
Piglets
Chickens
Horses
Adventure
Exploring
Nature
Hay
Animals

You'll likely see a small preview of your video on the website's upload page.

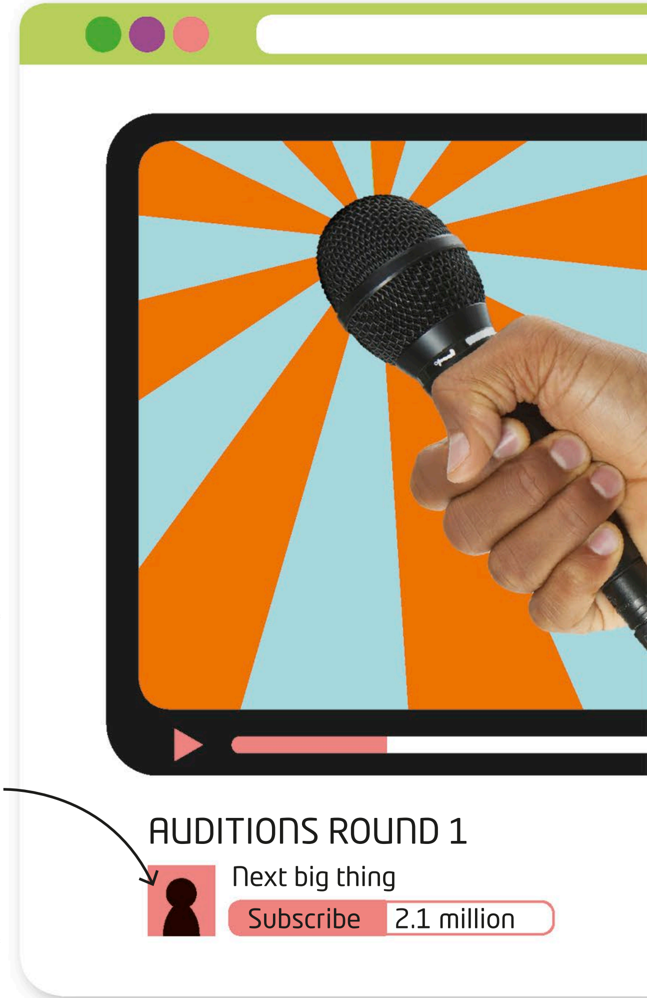
Pick an eye-catching, clear **thumbnail** that will make people curious and want to see more.

Adding **tags** helps people to find your video when they search.

Share the video on your own page, or on pages covering similar topics.

Making an ident

An ident is the name given to the short animation or video clip that introduces a programme, channel, or film. Creating an ident helps you to introduce your video in around five to ten seconds. Use it to give yourself a familiar identity each time you upload a new video.


AUDITIONS ROUND 1
Next big thing
Subscribe
2.1 million

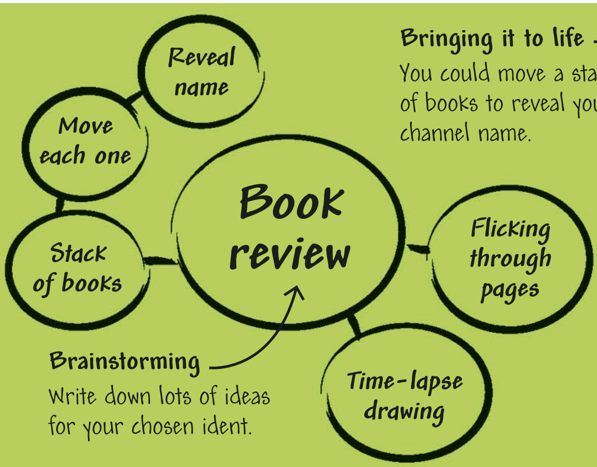
An ident creates an identity for the channel.

Purpose of an ident

There are many reasons why television, film, and online videos use idents. Here are some examples of idents. The best idents are always memorable. A viewer should be able to easily recall the look or concept behind an ident.

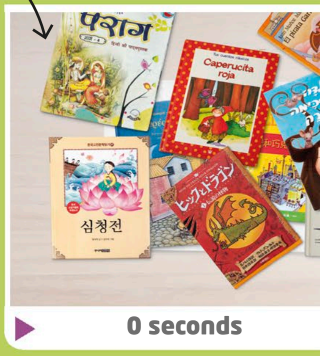
Creating your own

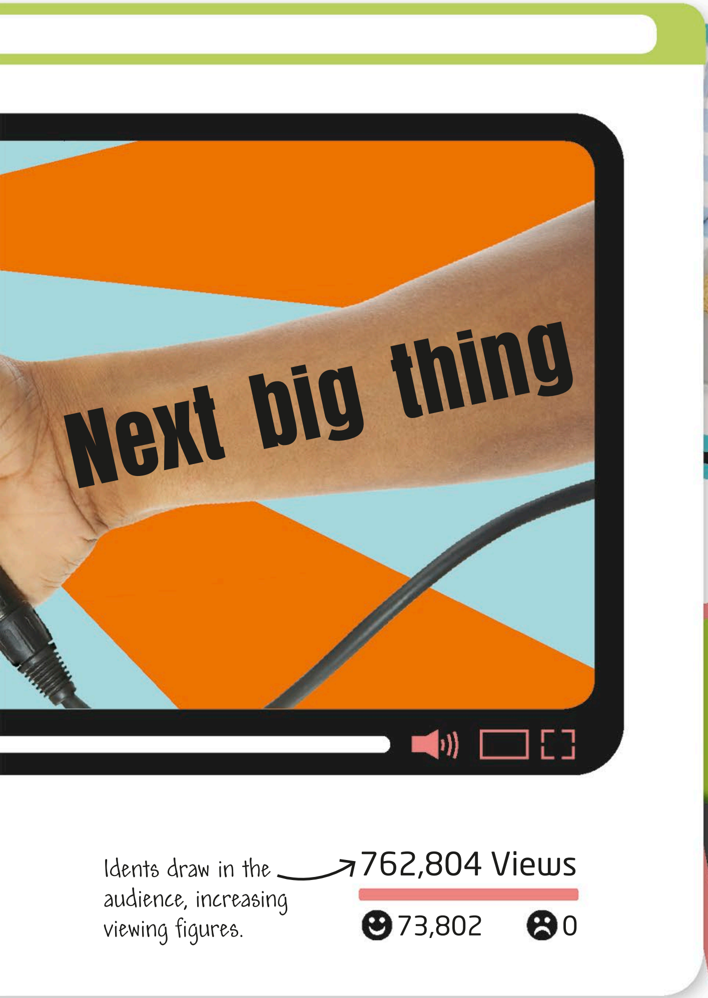
Your ident can be any style you like. It could be live action, animation, or a mixture of the two. If you wanted to make an ident for a book-review channel, think of some ideas that relate to reading. First brainstorm (map out) your ideas, then choose one concept to bring to life.


Reveal name
Move each one
Stack of books
Book review
Flicking through pages
Time-lapse drawing

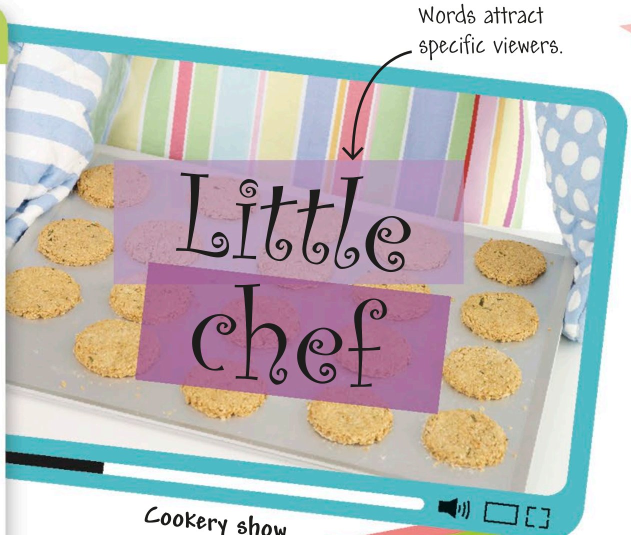
Brainstorming
Write down lots of ideas for your chosen ident.

Bringing it to life
You could move a stack of books to reveal your channel name.



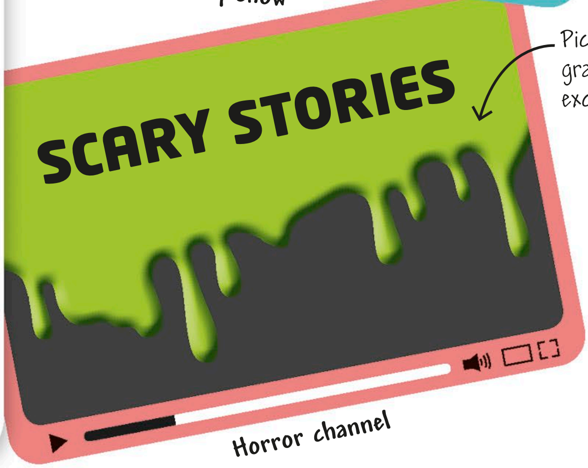

Next big thing
762,804 Views
73,802
0

Idents draw in the audience, increasing viewing figures.


Little chef

Words attract specific viewers.

Cookery show


SCARY STORIES

Pictures and graphics add excitement.

Horror channel

Caperucita roja
ROALD DAHL

2 seconds

4 seconds

Book Review Buddy

6 seconds

Glossary

actor/actress
Person who performs in a video

artificial
Something that is unnaturally produced

audience
People who watch a video or performance

audio
Sound that is recorded during filming

auto-focus
Function where a camera automatically focuses the image

backdrop
Background behind a performer whilst they are being filmed

blooper
Funny mistake that is made during filming

brainstorm
When an individual or group come up with new ideas

camera angle
Position a camera is in during filming

cast
Person or group of people who perform in a video

character
Person who is in a story

choreographer
Person who directs how the cast move and dance

clapperboard
Board that makes a sound when clapped together. It is used to sync audio with action

composer
Person who writes music for a video

crew
Person or group of people who work behind the scenes. They are involved in the production of a video

cue
Signal that tells an actor or actress to do something

dialogue
Words spoken by the actors and actresses during a performance

director
Person who tells the cast and crew what to do

drone
Remote-controlled flying machine that takes videos and pictures from above

editing
Process of putting pieces of footage together to make a complete video

end credits
Text shown at the end of a video, listing everyone involved in making it

equipment
Items used to make a video, such as a camera, a tripod, and lighting

export
Turning a video into a file that can be shared online

exposure
Amount of light going into a camera

focus
Clearness of a picture or video

footage
Moving images that are recorded as files on a device

frame
Single, still shot, that makes up part of a moving video

genre
Type or category of a video

gesture
Movement of the body that expresses a feeling

graphics
Visual images, often representing a statistic or fact

green-screen
Backdrop that can be digitally removed to replace with something that was filmed separately

ident
Short animation or clip that introduces a programme, channel, or film

import
Transferring footage from a camera or memory card to a computer or other device

lighting
Source of light for a scene, either natural (sunlight), or artificial (such as a lamp or a torch)

location
Place where the filming is done

memory card
Small card inside a camera that is used to store pictures and videos

microphone
Device that records sound

opening title
Clip shown at the start of a video, listing the title and the people involved in making the video

pan
Moving the camera horizontally while filming

post-production
Work done on a video after filming has happened

presenter
Person in a video who introduces it and usually talks throughout

process
Steps taken to complete a task

producer
Person who manages the making of a video

prompt card
Card that is held up to remind the cast what to do or say

prop
Object that appears in a video

record
Capturing and saving moving images or sound

reflector
Surface that bounces light

rehearsal
Meeting to practise the script before a performance or a video shoot

review
Giving an opinion on something that is often made public

scene
Series of shots taken in one location that makes up part of a video

script
Dialogue and directions for a performance

set
Scenery and props used to suggest a particular location

shoot
To capture images onto a camera

shot
Period when the camera is filming

smartphone
Mobile phone that has similarities to a computer. It usually has a touchscreen, in-built camera, and Internet access

software
Program used by a computer

sound effects
Extra sounds added to a video when it is edited

speaker
Device that lets you hear sounds

special effects
Visual tricks that are handmade or digitally created for videos

stop-motion
Series of still images played together to give the illusion of motion

storyboard
Series of drawings that map out a plan for what will happen in a video

syncing
Matching up parts of a video so things happen at the same time

technique
Carrying out a task in a certain way

template
Guide to making something

time-lapse
Taking a video to capture slow changes and then speeding it up

tilt
Moving the camera vertically while filming

tracking
Moving and following the action with the camera

trailer
Short clips taken from a video to encourage people to watch it

transition
Changing from one shot to another

tripod
Three-legged stand that holds a camera steady

tutorial
Video that tells you how to do something

upload
To transfer a file from a computer to the Internet

viral
Video or image on the Internet that is viewed and passed on by many people

voiceover
Narration added to a video to explain information

zoom
Moving between wide and close-up shots

Index

Aa
accessories 7, 36-37
actors 5, 8
animations 25, 44, 54, 76
artificial light 5, 18-19
audio tracks 69

Bb
backgrounds 42-43, 44, 46, 48-49
bloopers 41, 62-63
brainstorming 6, 22

Cc
camera angles 50, 54
camera settings 18
cameras 10
characters 26
choreography 8, 35
close-ups 13, 43, 57
cloudy days 21
colour 53
comedy 25, 40
composers 5, 8
computers 11, 54, 66, 68, 72-73
costumes 7, 23, 35, 36-37

Dd
dialogue 26
directors 5, 8, 9
dress rehearsals 34
drones 41, 60-61

Ee
editing 7, 9, 64-65, 68
equipment 4, 10-11
exporting 7, 72-73
exposure 53

Ff
fading in or out 71
focus 10, 53
frame size 72-73
framing 43, 53

Gg
genres 22, 24-25
graphics 65, 66-67
green-screen filming 40, 48-49

Hh
hairstyles 9, 23, 38-39

Ii
idents 7, 76-77
indoor lighting 4, 18-19

Ll
lighting 4, 5, 10, 18-21
locations 6, 23, 28-29

Mm
make-and-do videos 25, 40, 42-43
make-up 9, 23, 38-39
microphones 11, 16
mid shots 13
moving-camera shots 5, 14-15
musicals 24, 69

Nn
natural light 5, 18, 20

Oo
other worlds 40, 44-45
outdoor lighting 5, 20-21
overhead shots 43, 60-61

Pp
panning 14
pet videos 41, 52-53
picture quality 73
pixels 72-73
planning 6-7, 22-23
post-production 51, 66-71
preparation 6-7, 22-23
producers 8
props 7, 11, 43, 54-55
puppets 44

Rr
reflectors 5, 20, 21
rehearsals 7, 22, 34-35

Ss
screenwriters 5, 8
script 6, 23, 26-27
selfie sticks 11
sharing 64-65, 72, 74-75
shot lists 6, 23, 32-33
shot types 12-13
sound 16-17, 68-69
sound effects 5, 7, 17, 68
special effects 51
stop-motion 41, 54-55
storyboards 6, 22, 30-31
syncing 69

Tt
time-lapse videos 41, 58-59
trailers 64, 65, 71
transitions 7, 65, 70-71
tripods 11, 43

Uu
uploading 7, 65, 74-75

Vv
voice-overs 68

Ww
white balance 18
wide shots 12

Zz
zoom 10, 12, 15

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